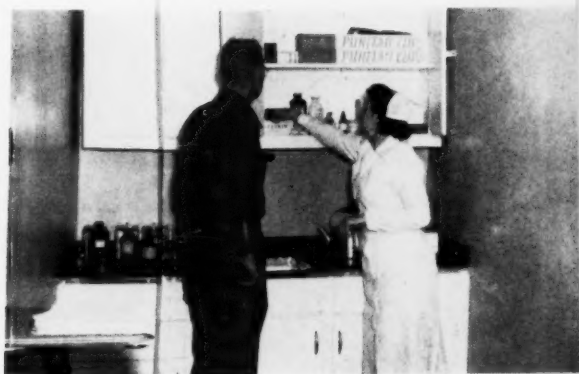


# *Southern* **BUILDING SUPPLIES**

JANUARY, 1952

## **JOINT HEALTH CLINIC PAYS OFF**

Pages 26, 27, 63



## **LANDSCAPED LUMBER YARDS SCORE**

PAGE 25

## **Practical Sales Training Program for Dealers**

PAGE 28

## **Better Displays Get Sales!**

PAGE 31



## **\$3,000 HOME IS ANSWER TO "PUBLIC HOUSING"**

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Contents on Page 21



**HERE'S A WINDOW THAT HAS EVERYTHING  
-- THE ALL ALUMINUM MIAMI AWNING WINDOW**

Three point metal-to-metal contact with the frame and vent sections makes tight closing triple positive. Now engineered with extruded elasto-meric vinyl weatherstripping (concealed), the Miami Awning Window is one of the tightest closing windows made.\*

Patented, concealed torque shaft joins panels into a smooth working unit by equalizing weight and relieving strain on pivot points.

Constructed from extra-heavy aluminum alloy sections (63-ST5) -- the Miami Awning Window requires no painting and a minimum of maintenance.

Shopping for a good window? Buy the all-aluminum Miami Awning Window. Dollar for dollar, feature for feature, there's no better, tighter-closing window than the all-aluminum Miami Awning Window.



For further information see Sweet's Architectural File 17a MI  
or write, wire, or phone Miami Window Corp.

**5200 N. W. 37th AVENUE, MIAMI 42, FLORIDA**

\*Air Infiltration Tests Passed at Pittsburgh Testing Labs



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Volume 7

Number 1

another **HOMASOTE FIRST**—designed to reduce the cost of building

Announcing  
the **NEW** /

## Weatherproof HOMASOTE UNDERLAYMENT

Specifically designed for  
use under  
**WALL-TO-WALL CARPETING**  
and  $\frac{1}{8}$ " LINOLEUM



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• Greater resilience and longer life for the floor covering—a substantial saving in cost—these are the gains you get with this revolutionary new product.

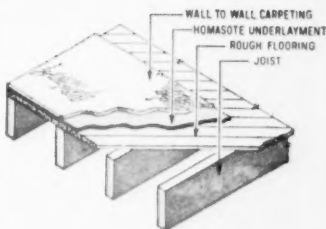
Homasote Underlayment—integrally waterproofed throughout—is nailed directly to the rough flooring. The pieces—normally 4' x 6'—are simply butted together; they require no joining.

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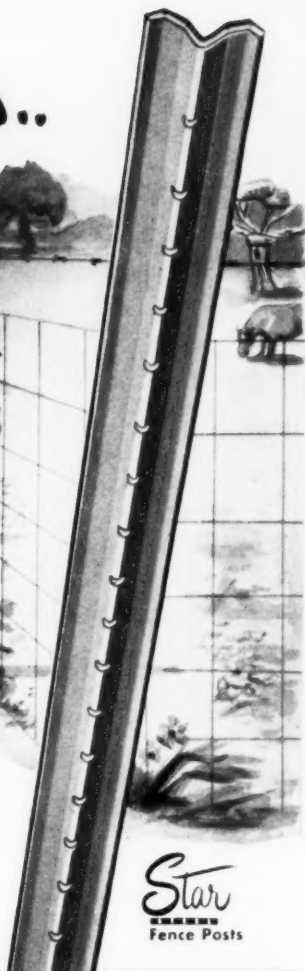


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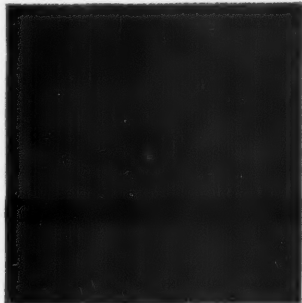
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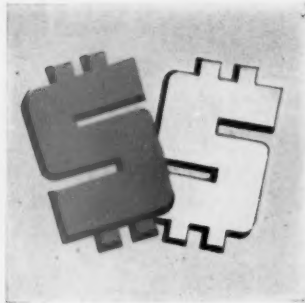
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Ask your Marlite wholesaler for complete details on Velwood, or write Marsh Wall Products, Inc., Dover, O., Subsidiary of Masonite Corporation.

2

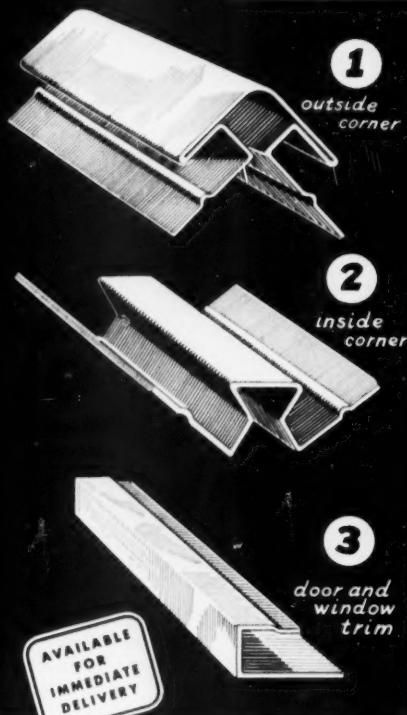
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**A**LL these reasons add up to more sales and profits for you! Fast-turnover, high-profit, Tensulate Perlite is a sure-fire seller and you can depend on prompt deliveries and continuing supply. Right now, another new Tensulate Perlite plant is being put into operation!

Tensulate Perlite is suitable for both plaster and concrete applications and packaged in heavy, triple-wall printed bags. For sale through building material dealers exclusively. Uniform quality Tensulate Perlite meets all Underwriters' Laboratories and Perlite Institute specifications. Complete technical literature and assistance available on request. Address Tennessee Products & Chemical Corporation, Dept. S1, First American National Bank Building, Nashville, Tennessee.



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*Removable* **WOOD WINDOWS**

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How the housewife will welcome these weather-stripped, removable windows! Not only do they give her good ventilation, plus more light and beauty, but to clean them she simply has to press gently, lift them out—a wish and a whee and they're clean! Yet when they're locked, they are completely rattle-free and burglar proof.

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Look at the ceilings right in your own home!

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Re-cover yours now with Upson Kuver-Krak Panels. Prove to yourself that it's the best way. No muss, fuss, confusion or irritating delays. No seeping, floating, white dust to cause an extra house-



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*Upson Ceilings harmonize perfectly with all schemes of decoration. Hundreds of thousands now in use.*



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- ☐ Send me instruction sheets for applying Upson Kuver-Krak Panels.  
☐ Have your Representative call to give me more information on cracked ceilings.

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# ...because choice

*Builder-contractor demand  
That's the reason dealers find it  
more profitable to feature*

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**3. GOES UP 30% FASTER.** Easier to cut and fit. Up to 15% less waste. Siding or shingles can be applied direct—easily, quickly—without furring.

**4. DOUBLE-WATERPROOFED.** Inside by integral treatment that coats every fibre, outside by asphalt coating on both surfaces and all edges. Yet it has over *twice* the vapor permeability required by government agencies. Won't warp or buckle.

**5. IT'S THE ONLY SHEATHING** made of tougher, stronger, long Louisiana cane fibres—and protected by the patented Ferox® Process from dry rot and termite attack.

*Sales come easier—when you feature genuine*

# CELOTEX

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# PRINTED HELPS

### 3. 86 Color Schemes for White Houses.

Pocket-size book illustrates new color schemes for outside trim. Shows how revolutionary new White ONE-KOATT House Paint saves home owners hundreds of dollars. Valuable for promoting sales of exterior paints. The Peaslee-Gaulbert Paint and Varnish Company, Louisville, Ky.

11. Stair, Fan Opening. Sheet lists features and sizes, and tells how to install Huntington "Metal-Fold-Safety-Stair" in 20 minutes. For use as attic fan opening, panel bolts are removed and fan tunnel is built over stair, putting access door at end of tunnel at top of stairs. Huntington Industries, Inc., P. O. Box 3176, Memphis, Tenn.

13. Sash Balance. New Pullman Pigmy sash balance, the "world's smallest and lightest weight true counter balance," is described in a new catalog sheet. Installation of balance, which fits into sash itself, is explained. The Pullman Manufacturing Corporation, 325 Hollenbeck Street, Rochester 5, N. Y.

15. Plastic Tileboard. New folder shows patterns of Afco plastic tileboard and contains samples of the 10 shades in which it is made. Another booklet pictures various metal trims and moldings used with this tileboard. A full-color consumer folder is also available. The A and F Tileboard Company, Box 4085, Alexandria, Louisiana.

17. Folding Stairway. Attractive new folder tells how simple the Precision folding attic stairway is to operate, and how it fits any ceiling. Advantages, construction features, and specifications are given. The Precision Parts Corporation, Nashville 7, Tenn.

19. Metal Moldings. A 20-page illustrated catalog shows the many types of Premier aluminum and stainless steel moldings and trims. It gives their uses, application, and dimensions. A price list is included. Metal Trims, Inc., P. O. Box 1072, Youngstown, Ohio.

21. Hunter Zephair Fans. A new eight-page illustrated catalog on fans for homes and industry. It includes function and installation data about unit containing fan, motor, shutter, and switch. Hunter Fan and Ventilating Company, 400 S. Front St., Memphis, Tenn.

23. Heatilator Fireplaces. Booklet tells how Heatilator unit efficiently circulates heat and adds profits on fireplace sales. Heatilator, Inc., Syracuse 5, N. Y.

27. Roofing. "Putting Nature's Col-

ors to Work" is a four-color book on the importance of roofing colors in exterior decoration. Color schemes are suggested. The Flintkote Company, Inc., 30 Rockefeller Plaza, New York 20, N. Y.

29. Awning Windows. Illustrated catalog No. 84 gives sizes, hardware specifications, and construction data on Gate City awning windows. Prices, discounts, and complete architectural file are available. Write to the Gate City Sash and Door Company, Fort Lauderdale, Florida.

31. Asbestos-Cement Products. Colorful new booklet contains many photographs of residential and commercial installations of Asbestone asbestos-cement building products. It also contains information on the company, its engineering and estimating service, and its testing of materials. The Asbestone Corporation, 5300 Tchoupitoulas Street, New Orleans, La.

33. Kuver-Krak Panels. Folder describes application of Kuver-Krak panels over cracked plaster ceilings. Sent by the Upson Company, Lockport, N. Y.

37. Folding Stairways. New folder describes uses, installation, and sizes of Wel-Bilt Fold-A-Way attic stairway. Operations are well illustrated. Wel-Bilt Products Company, Box 96, Memphis, Tenn.

39. Asbestos Siding. "New Look That Lasts Forever" describes and shows with photographs the advantages of using Mustang's new asbestos siding shingles. Stuffers with same story are also available. The

Asbestos Company of Texas, Post Office Box 1082, Houston 1, Texas.

41. Waterproof Adhesives. Two-color circulars and envelope stuffers describe Miracle waterproof adhesives, including Black Magic adhesive, wall-board cement, tub-caulk, and ceramic tile cement. A colorful brochure on "Construction by Adhesion" is available. The Miracle Adhesive Corporation, 214 East 53rd Street, New York 22, N. Y.

43. Applications of Asphalt Roof. "Good Application Makes a Good Roof Better," summarizes application practices for all types of asphalt roofing, with related data for roofing selection. The Asphalt Roofing Industry Bureau, 2 West 45th Street, New York 19, N. Y.

47. Flexboard. A new handbook contains complete information about cutting and working asbestos Flexboard for all indoor and outdoor applications. Johns-Manville Corporation, Box 290, New York 16, N. Y.

55. Fiber Wallboards. Folders are offered with information on colors, appearance, and uses of Duo-Tone and Pebbled Perfect-O-Cell fiber wallboards. The Plasteron Wall Board Company, Philadelphia Avenue, Buffalo 7, N. Y.

57. Window and Attic Fans. Two new 1952 bulletins on window and attic fans have been published by Reed Unit-Fans, Inc., 1001 St. Charles Ave., New Orleans, La. A new line of 20", 24" and 30" 2-speed window fans along with the established line of reversible window and attic fans are described in these bulletins.

61. Aluminum Awning Windows. Catalog shows standard types and sizes of Miami aluminum awning windows. Installation data and details of air infiltration tests are included. The Miami Window Corporation, 5200 N. W. 37th Ave., Miami 42, Fla.

63. Home Insulation. A new 16-page catalog tells the story of Insulite insulating wool batts, blankets, and pouring wool, made of Fiberglas. Application instructions and specifications are included. Insulite, 500 Ba-

### SOUTHERN BUILDING SUPPLIES

806 Peachtree St., N. E.

Atlanta 5, Georgia

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Position \_\_\_\_\_

Firm \_\_\_\_\_

Mail Address \_\_\_\_\_

City, State \_\_\_\_\_



ker Arcade Building, Minneapolis 2, Minn.

**65. Rock Wool Insulation.** Folder lists types and sizes of rockwool insulation products with application instructions. "K" factors and "U" values are given with diagrams of typical construction, with and without insulation. The National Gypsum Company, 325 Delaware Avenue, Buffalo 2, N. Y.

**71. Bag Truck.** A new catalog sheet explains how quantities of cement, plaster, lime, other masonry materials, and shingles are handled on pallets of the Anco bag truck. Ways to cut handling costs are given. The Anthony Truck Company, P. O. Box 375, Paducah, Ky.

**73. Kitchen Ventilation.** Advantages of Trade-Wind Clipper ceiling and kitchen cabinet ventilators are described in new literature which points out exclusive features and gives complete specifications. These ventilators can be used in kitchens, bathrooms, laundries, dens and commercial establishments. Trade-Wind Motorfans, Inc., 5703 South Main Street, Los Angeles 37, Calif.

**85. Barn Ideas.** New illustrated folder suggests Celotex materials to use for building better tobacco-curing barns, storage buildings for sweet potatoes, and other farm applications. Construction drawings show where and how materials are applied. The Celotex Corporation, 120 S. LaSalle Street, Chicago 3, Ill.

**87. Outdoor Fireplaces.** A wide variety of outdoor fireplaces and grilles with descriptions and directions for building them are contained in the attractive booklet, "Donley Outdoor Fireplaces." It gives selling points of Donley fireplace forms. Copy free if requested on company letterhead. The Donley Brothers Company, 13900 Miles Avenue, Cleveland, Ohio.

**89. Sash Holders.** Uses, sizes, and installation instructions for Vikre sash holders are contained in a new folder suitable for envelope stuffers. The J. N. Vikre Company, Inc., 3016 14th Avenue South, Minneapolis, Minn.

**91. Rustproof Screening.** Dealer helps for Lumite saran screen cloth include newspaper ad mat service, window decals, consumer folders, streamers, and a price calculator that shows dealer's selling price on all sizes of Lumite screening. The Lumite Division, Chicopee Manufacturing Corporation, 40 Worth Street, New York 13, N. Y.

**93. Disappearing Stairways.** A detailed drawing that shows the workings of the Myer-Lee disappearing stairway, as well as specifications, is contained in a new pamphlet. A description of this FHA-approved unit is given on the back. The Foldaway Stairway Company, Inc., 813 Seaboard Street, Portsmouth, Va.

**95. Paint Thinner.** Tandrotine—a pleasant-smelling, non-toxic paint thinner—is described in a new two-color folder. It is said to be excellent for cleaning brushes, removing paint and grease, dissolving wax, and other household uses. Turpentine and Rosin Factors, Inc., Savannah, Ga.

**97. Wood Window Promotion.** Literature describes newspaper mats, di-

rect mail pieces, movie trailers, radio spot announcements, billboards, and television advertising of wood windows. All are offered dealers at nominal cost. Wood Window Information Service, 38 S. Dearborn Street, Chicago 3, Ill.

**99. Tile Cutters.** Printed folders show J. M. J. Products Tile Cutter which cuts linoleum, plastic tile, asphalt tile, rubber tile, and cork tile. Distributors are listed. One folder is devoted to presentation of J. M. J. Tile Cutter Rental Service that increases tile sales and customer satisfaction. The J. M. J. Products Company, 226 Centerville, Belleville, Illinois.

**101. Vermiculite Insulation.** A new eight-page illustrated folder on the characteristics of Zonolite vermiculite granular fill insulation, insulating plaster aggregate, insulating concrete and acoustical plastic is available for dealer use. A report on fire tests is included. The Zonolite Company, 135 S. LaSalle Street, Chicago 3, Ill.

**105. Tylac Products.** "Miracle Walls by TYLAC" is an eight-page illustrated booklet describing Tylac plastic enameled, pre-fabricated wallboards; Tylachrome bathroom accessories; Prestwood and metal moldings. Prices are included. The Tylac Company, Monticello, Ill.

**107. Red Cedar Shingles.** A 100-page handbook describes proper methods of applying Certigrade shingles on roofs and exterior walls. This illustrated "shingle encyclopedia" is designed for dealers, architects, and builders. The Red Cedar Shingle Bureau, 5510 White Building, Seattle 1, Wash.

**117. Southern Pine Lumber and Oak Flooring.** Write for complete information on prices, quantity and quality. Also, yellow poplar, red cedar closet lining and K.D. Pine Flooring. W. J. Word Lumber Co., Scottsboro, Alabama.

**119. Resolite Translucent Structural Panels** are fully described in a new folder, which also contains range of sizes and specifications. Resolite is an effective skylighting material, and is finding increased use in interior partitioning. Made of polyester resins reinforced with Fiberglass mat, the sheets are shatter-proof and inert to effects of weather extremes and exposure. Made in six colors and in all standard corrugated sheet sizes. Resolite Corp., Zelienople, Pa.

**121. Topseal fasteners for Corrugated Sheet Erection.** Info-Bulletin 512 describes Topseal Fasteners and their application to top-side fastening of corrugated roofing and siding sheets. Topseal Fasteners are standard fasteners—sheet metal or self-tapping screws, nails, drive screws, bolts or screw-nails—factory-assembled with Weath-R-seal laminated metal and neoprene composition washers. Fabricated Products Company, West Newton, Pa.

**125. Van-Packer Packaged Masonry Chimney.** Costs up to 50% less than comparable brick construction. One man installs in 3 hours or less. Faster draft—More complete use of heat means full savings. Write Van Packer Corporation, Dept. 3501, 209 South LaSalle, Chicago 4, Illinois.

## PRINTED HELPS

(From page 14)

Order this **FREE LITERATURE** by filling in coupon on page 14 of this S'B'S, then mail!

**129. Plastic Resin Glue.** Complete information is offered on Dixie-Bond, a new urea plastic resin glue. This waterproof glue can be stored over relatively long periods with no loss of its potency, according to the Dixie Plywood Companies, Inc., 260 Westminster Drive N. E., Atlanta, Ga.

**135. Bathroom Cabinets.** Mirr-O-Nette seamless steel bathroom cabinets and accessories are pictured and described in a new catalog. The four lines—in four price ranges—include the Luxury, Deluxe, Standard, and Budgeteer models. They are made with round, rectangular, and decorative-shaped mirrors. The National Steel Cabinet Company, 2415 North Pulaski, Chicago, Ill.

**137. Cabinet Hardware.** Complete dealer kit includes consumer folders on both cabinet hardware and window hardware, display and merchandising suggestions, proof-sheet of available ad mats, and current price sheet service on Amerock Hardware. American Cabinet Hardware Corporation, Rockford, Illinois.

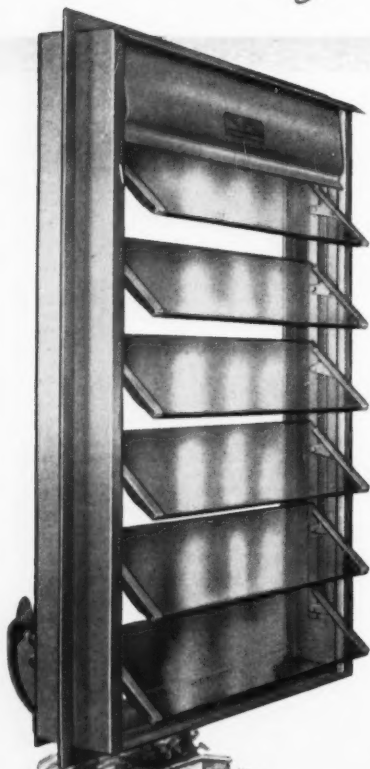
**139. Superlite Prefinished Wallpanels** are now individually sampled in a pocket-size color-range folder. The sample container is 4" square, and holds an actual 4"x4" sample of Superlite Wallpanel. In addition, the folder carries color chips, of the twelve available colors. Sheet sizes and other pertinent information are shown on the back. Superior Wall Products Co., 4401 N. American Street, Philadelphia 40, Pa.

**141. Steel Casement Windows.** Folder 102s with illustrations, details, diagrams and sizes describes Hope's Residence (Holford) Casements and Picture Windows, Hope's Basement and Utility Windows and Hope's type "H" Standard Doors. Hope's Windows, Inc., Jamestown, N. Y.

**143. "How-ell-dor" Garage Doors.** Attractive new 10-page catalog illustrates and describes styles and sizes of "How-ell-dor" sectional Upsweep residential and commercial garage doors. Technical data are also supplied for Howell's garage door accessories. The Howell Mfg. Co., Cottman St. and Hasbrook Ave., Philadelphia, Pa.

**145. Gas and Electric Water Heaters.** Two bulletins, in color, devoted to Jackson automatic gas and electric water heaters, have been announced by W. L. Jackson Mfg. Co., Inc., P. O. Box 26, Chattanooga 1, Tenn. Table-top and round electric heaters, as well as floor furnaces, are described in one; Jackson's 20- and 30-gallon gas heaters in the other. Warranties on both gas and electric models are explained.

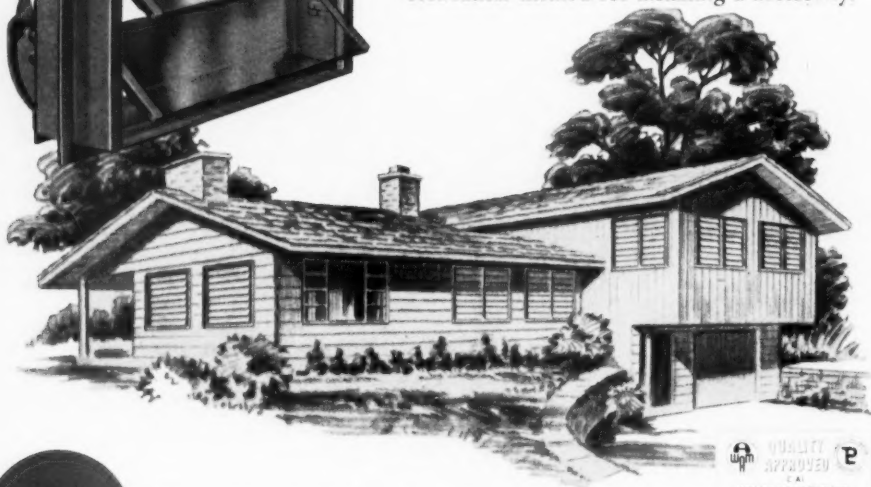
# Ualco *Lifetime* Aluminum Windows



The new revolutionary Ualco Jalousie sets a high quality standard. It is ideal for remodeling and a must for new buildings. The construction is so precise that weather-stripping is not necessary and the opening and closing action is always easy, accurate and foolproof because of Ualco's perfect design and superior quality hardware.

The frame is made of lifetime satin-smooth aluminum, the louvers of glass. Ualco Jalousie is available in all sizes from windows to doors. This Jalousie can be installed in any room—adding a look of distinction with lifetime durability.


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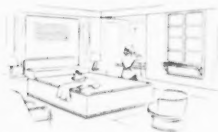
**UNION ALUMINUM COMPANY, Inc.**

Sheffield, Alabama

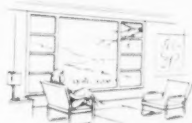
*World's Largest Manufacturer*  *of Aluminum Casement Windows*



mean **BEAUTY** and **REFINEMENT** with every installation



**HOPPER WINDOW**  
Ideal for nursery, bedrooms or wherever controlled ventilation is desired.



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Constructed of aluminum frame for double glass installation. May be flanked with casement windows for ventilation.



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Available in a wide variety of sizes and styles to accommodate standard and modular construction methods.



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CITY  STATE

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INSULITE DIVISION, Minnesota and Ontario  
Paper Company, Minneapolis 2, Minnesota

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**DUROLITE PLANK AND INTERIOR BOARD**—a textured surface board predecorated with exceptionally serviceable finish. Resists scuffing and abrasion. Easy to clean, easy to repaint.

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**BLANKETS AND BATTS**—Featherlight and highly resilient. Durable, non-combustible and clean fibers. Made of Fiberglas pre-formed insulation. Enclosed in paper envelope; one side asphalt coated, other side perforated vapor-permeable paper.

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**REGULAR HARDBOARD**—Heavy density, smooth one surface and screen marked on other. Golden oak brown color.

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**UNDERLAYMENT**—Medium heavy density. Smooth one surface. Used over old existing wood floors, wood sub-floors or GRAYLITE Wallboard in new construction where it is covered with linoleum, asphalt tile or carpeting.

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**INSULITE**

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GETTY OPERATOR 4703AF. A deluxe operator for all metal casements. Superior because of its powerful internal gear — an exclusive Getty feature.



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Getty operators are found on more casement windows than all other operators combined.

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A. N. Ormsby Co., 23 Scott Street, Toronto, Ontario



# Southern BUILDING SUPPLIES

SEVING THE LUMBER AND BUILDING MATERIAL DEALERS IN 18 SOUTHERN AND SOUTHWESTERN STATES

Published Monthly by

**W. R. C. SMITH PUBLISHING COMPANY**

Atlanta and Dalton, Georgia

Publishers Also of

SOUTHERN HARDWARE TEXTILE INDUSTRIES ELECTRICAL SOUTH  
SOUTHERN AUTOMOTIVE JOURNAL SOUTHERN POWER & INDUSTRY

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NATIONAL BUSINESS PUBLICATIONS



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## Business Representatives

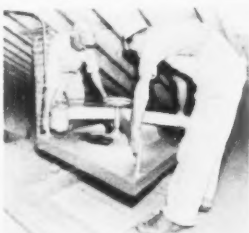
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You make extra profits because the Hunter Attic Fan is easy to sell, easy to install, and priced for homes in all price ranges. Every home builder, every home owner is a prospect. One attic fan installation sells several others.

This modern ventilating fan is a compact unit, complete with motor, suction box and ceiling shutter. It fits low attics and narrow hallways. Cools the entire house—not just one or two rooms.

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**Simple Installation**—This photo shows how simple it is to install the Hunter Package Attic Fan (automatic shutter model). Fan unit is placed over ceiling opening. Shutter unit fastens to frame around ceiling opening.

HUNTER FAN AND VENTILATING CO.  
394 S. Front St., Memphis 2, Tenn.



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JANUARY, 1952 . . . Tell our advertisers you saw it in SOUTHERN BUILDING SUPPLIES

*The finest masonry work starts with*

## **Cumberland** Masonry Cement

Cumberland Masonry Cement has been a long-time favorite with architects, contractors and masons all over the South. Its pleasingly light color can always be depended upon to blend with or effectively highlight the beauty of masonry units.

Pictured here is the Second District School in Chattanooga, Tennessee. A beautiful building, its attractive exterior clearly demonstrates why color was an important point to consider. Masonry contractor T. A. Wild wanted the masonry work to have, and to keep, a beautiful light color.

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Make your next job a Cumberland job and see the difference —see why Cumberland Masonry Cement is the best masonry cement for you to use.

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1. Plasticity
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\* *Cumberland  
gives you all 10!*



Second District School, Chattanooga, Tenn. Verhey Construction Co. General Contractor; Selman T. Franklin, Architect; T. A. Wild, Masonry Contractor



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PORTLAND CEMENT COMPANY  
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*Portland — High Early Strength — Air Entraining — Masonry*

Any quantity of Cumberland Masonry Cement will be shipped in mixed carloads with other types of Cumberland Cement.

# BALANCE SHEET

---

## ***How Dealers Can Help Improve Construction***

**THE NEED** of the hour in most American cities and counties is a modern functional building code. But the lack of adequate state enabling legislation, perhaps as much as the lack of aggressive leadership locally, results in most communities plodding along with an out-of-date municipal building code that is based on specifications rather than performance of building materials and techniques.

In this issue of S·B·S, we publish the third and last installment of a special study by the U. S. Chamber of Commerce on "Building Codes and Construction Progress." It explains in detail an enabling act that states should enact to permit adoption by cities of functional building codes at minimum expense of time and money.

It probably would take several years to get such legislation adopted in your state, Mr. Dealer. But your support and advocacy of such a Model Building Regulation Act to your state

congressmen and senators, and through your "city fathers," would show the public your interest in workable rules and progress for the industry in which you play such a major role. Particularly if your firm does contracting or application of materials, you should be in the vanguard of those promoting workable building codes that will help the building customer to get the best value possible for his inflated dollar.

So, turn to page 36 and read about this Model Building Regulation Act, which is recommended by the U. S. Chamber and most of the national material and building associations. Then order as many copies of the suggested state enabling act as you think you can pass on to legislators or other parties concerned about local building codes. Such effort will be Good Public Relations, no matter how long it takes to improve the legislation and building codes in your state!

---

## **Definition of a Dealer**

**"JUST WHAT** constitutes a retail lumber and building material dealer?" Although associations have been serving this category of distributor for decades, every year or so some such group works over their definition. And nearly every day, material manufacturers and wholesalers face this question.

This month it has been answered in black and white for the salesmen of the Southern States Iron Roofing Company and their customers in a "Merchandising Policy that also defines certain applicators, contractors, manufacturers, and government units served by this regional distributor.

To buy materials wholesale from this firm, "a dealer must meet all of the following qualifications: (1) He sells lumber or building materials at retail; (2) He maintains a place of business which is adequately equipped to serve the public—with office, storage yard, or warehouse kept open regularly during business hours; (3) He maintains a diversified stock of building materials for resale; (4) He main-

tains a sales service for customers and advertises as a retail dealer."

## **Not Even the Bureaucrats**

**IT MAY** have been too much egg-nog, or merely engrossment over the scandal sweep in Washington, Or, perhaps, some Federal figures are just too much for some of the government employees to comprehend, particularly those who are not veterans with a year's service.

Anyway, one of the Housing and Home Finance Agency's press-release writers erred several hundred million in a statement during the holidays. Here's the correction of the slight error:

"In release . . . it was erroneously stated that "during the same period the uncommitted funds available to FNMA for the purchase of additional mortgages decreased to \$862,000 from \$918,000 on October 31. This statement should be corrected to read " . . . \$862,000,000 from \$918,000,000 on October 31."

That's what comes of columns with figures cut back by thousands, or of eating extra egg-nog, or of contemplating Federal scandals!

To those who build or remodel —

# ASBESTONE

## ROOFING SHINGLES

are easier to sell — and sure to last



Check these Features of

### ASBESTONE!

- ✓ **Beautiful**—adds distinction and value to any building
- ✓ **Durable**—lasts a lifetime
- ✓ **Economical**—moderate initial cost—practically no upkeep
- ✓ **Fireproof**—absolutely incombustible
- ✓ **Weatherproof**—does not rot, rust or corrode
- ✓ **Termiteproof**—no organic matter for termites to eat
- ✓ **Insulating**—homes are snug in winter, cooler in summer
- ✓ **Easy to apply**—on new houses or over old roofs

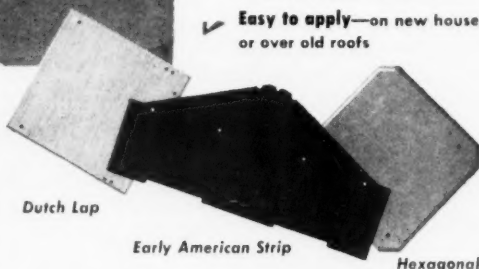


**AND More and More Beautiful Homes Have ASBESTONE Siding Shingles** — deep wood-grain finish—in four colors: Gray, Greentone Blend, Bufftone Blend, White. Straight or Wavy Edge.

#### Modern! —ASBESTONE Wallboard

For homes, stores, offices—For interior partitioning and exterior finishes . . . easy to install . . . fireproof . . . can be painted for color effects. Ideally suited for all types of farm buildings. Available in both "Flexible" and "Utility" grades.

Asbestone also manufactures the famous Corrugated Asbestone Roofing and Siding in two weights—Corrugated Standard "400" and Economy "250"



**AND IN ADDITION—COLORS, DESIGNS, TEXTURES THAT SELL ON SIGHT!**

**Early American Strip**—in the distinguished, traditional shingle design—in wood texture finish—Available in Five Popular colors.

**Dutch Lap**—For a straight-line effect—in a distinctive deep wood-grain finish

**Hexagonal**—Popular diamond pattern—in a smooth finish

**All Lifetime Products of**



5300 Tchoupitoulas Street • New Orleans, Louisiana

**Specialists In Asbestos-Cement Building Products For Over 25 Years**



## *Landscaped* LUMBER YARDS SCORE

**AS MANY** as 20 tourists have stopped in one week to comment favorably on the shrubbery and flowers around the store of the Mitchell-Goodwin Lumber Company in Garland, Texas. Many of them are lumber dealers from other states.

This attractive landscaping represents an investment of \$25 for plants some six years ago—plus a little attention by the company's personnel.

The Mitchell-Goodwin firm is typical of the increasing number of retail building supply dealers who are landscaping their places of business to make them as attractive on the outside as on the inside.

Many hardy shrubs, once planted, can be left alone except for trimming twice a year.

The roses in the Mitchell-Goodwin yard have caused such comment during blooming season that

they have proved to be a good advertisement. The admiration for the store's landscaping reaches a peek when these red climbing roses along the steel fence are in full bloom.

The shrubs around the entrance and the trees in the yard also draw comment. Many visiting lumber dealers have said they never saw a more attractive yard. It is reportedly one of the most inviting in the South.

Manager L. I. Goodwin has never actually attributed any portion of his sales volume to his shrubbery. But he is sure that before they ever need any building materials, many people know of the Mitchell-Goodwin Lumber Company because of free publicity inspired by the store and yard's appearance.

Luckier than most business

(See **LANDSCAPED YARDS** page 78)



A \$25 investment for shrubbery proved a profitable advertisement for the Mitchell-Goodwin Lumber Company in Garland, Tex., whose yard is seen at top. Above, the Hoke Lumber Company in Stillwater, Okla., with one conical shrub adds to charm of its new "front." In Tulsa, Okla., the East Side Lumber Company greatly enhances its "showcased" store with a few shrubs, seen at left. Other dealers add scenery and greenery with planter boxes inside their stores—and out!







The centrally located cooperative Petrie Health Clinic is seen in action in the photos on these pages. Above, Miss Virgie McKinzey, an experienced registered nurse, gives a shot of penicillin to an ailing glass cutter from the Warren Company, glass distributors and paint manufacturers. At right, an accountant of the Atlanta Oak Flooring Company is given a periodic physical examination by the part-time clinic physician. Such examination treatment and counsel has reduced "on-the-job" absenteeism, as well as off-the-job absences, for these firms and the Williams Brothers Lumber Company.



## Atlanta firms curb absenteeism, improve staff morale with **JOINT HEALTH CLINIC**

**LESS ABSENTEEISM.** Lower compensation insurance rates. Happier and more cooperative employees.

Three building supply companies in Atlanta, Georgia, have proven to their satisfaction that these three major objectives and more can be realized through the operation of a cooperative industrial health clinic. These firms are the Atlanta Oak Flooring Company, the Williams Brothers Lumber Company, and the Warren Company.

The Atlanta Oak Flooring Company manufactures flooring and hardwood lumber, and wholesales these and other building materials.

Warren makes commercial refrigerators and paints, and wholesales glass and paints.

Williams Brothers are retailers of a full line of building materials.

Principals of these participating

companies, which are located within a couple of blocks of each other, express unanimous pleasure over the economic and social advantages of their joint industrial health program.

Sponsors and participants in this industrial health venture unanimously recommend such an arrangement to manufacturing and distribution firms who are within walking distance of each other and have a total of at least 500 employees.

In the central clinic, which is called the Petrie Health Clinic, all personnel of the three cooperating firms are given both pre-employment and periodic physical examinations by a registered private physician. They also are treated by him and a registered nurse for emergency injuries, illnesses, and ailments.

The "industrial" cases, which

are subject to workman's compensation benefits, include abrasions and contusions, laceration, eye ailments, strains and sprains, infections, foreign bodies, hernia, skin complications, burns, puncture wounds, blisters, broken bones, and miscellaneous injuries incurred "on the job."

"Non-industrial" cases involve headaches, upper respiratory, digestive, eyes, health counseling, burns, puncture wounds, infections, lacerations, boils, and other causes.

Coupled with the clinical service in this cooperative industrial health program are first-aid stations in the plants of Warren, Williams Brothers, and the Atlanta Oak Flooring Company. Employee wounds are dressed, treatments are given, and other health aids are ministered at a set hour each day by the industrial health



nurse, Miss Virgie McKinzey.

Sounds expensive, doesn't it? But officials of the cooperating firms are pleased and somewhat amazed at the low cost of this combination preventive health and emergency medical service program. For the some 750 employees among them, the three companies had to invest only \$1.00 an employee to pay for establishing and equipping the Petrie Health Clinic at 310 Chester Avenue, S. E., in Atlanta's Sports Arena.

The clinic is approximately 10 by 30 feet in area. It is divided into the doctor's office and examining room, the treatment and recovery room, and toilet facilities. Waiting benches are in the hallway.

Each participating industry has a first-aid room, varying in size from 7 x 9 to 14 x 14 feet. Each is well equipped for emergency care. The cost of installing, maintaining, and supplying each first-aid room is borne directly by each company.

Operating costs for the clinic, including the salary of a full-time nurse and a part-time physician, average 75 cents per an employee per month, according to L. S. Venable, current chairman of the Board of Control for the Petrie

Health Clinic. O. T. Walz serves as treasurer.

The Board of Control consists of two representatives from each participating industry. Its members now include Venable, assistant secretary and personnel supervisor, and V. P. Warren, president, for Warren Company; Walz, an accountant, and Charles Biddinger, dry-kiln foreman, for the Atlanta Oak Flooring Company; and R. W. Williams, secretary-treasurer, and Harold Williams, sales manager, for the Williams Brothers Lumber Company.

The Petrie Health Clinic was named in honor of its planner, Dr. Lester M. Petrie, director of the Industrial Hygiene Division of the Georgia Department of Public Health. The clinic has an Advisory Board consisting of Dr. Petrie and representatives of the Georgia Institute of Technology, Emory University, the Atlanta Federation of Trades, the Atlanta Tuberculosis Association, and the Liberty Mutual Insurance Company. Both the Georgia Medical Association and the Fulton County Medical Society have approved this industrial health project, and assign representatives to attend certain meet-

ings of the clinic's Advisory Board.

The Petrie Health Clinic grew out of cooperative efforts of the Georgia Department of Public Health and the Atlanta Chamber of Commerce to extend industrial health service to more of Atlanta's some 265,000 workers.

**At a meeting** of industrialists at Georgia Tech in November, 1949, on the promises of cooperative industrial health centers, D. E. Clark, president of the Atlanta Oak Flooring Company, and Commodore V. P. Warren, president of the Warren Company, both indicated their desire to undertake a cooperative health program. Since the Williams Brothers Lumber Company was employing about 125 employees "next door," it did not take long to induce this building material firm to join in the project.

All six major advantages of a modern industrial health program, as outlined to the industrialists by Dr. Petrie, are being realized through the Atlanta project: pre-placement, periodic, and special health examinations; selective placement of workers to match physical capacities with physical demands of job; prompt emergency treatment of on-the-job accidents and illnesses and referral of other illnesses to personal physicians; professional nursing for emergency service to ill employees, with health education and follow-up of instructions of attending physician; money- and life-saving confidential personal health records of employees; and coordination with community resources.

(See HEALTH CLINIC page 63)



In the first-aid room of Atlanta Oak Flooring, the nurse dresses the lacerated second finger with a modern surgi-tube, above. At right, the receptionist at Williams Brothers is checked for an arm ailment in this firm's new first-aid room that is pictured on the cover of this S\*B\*S.





# SALES TRAINING

## *program for Dealers*

By LEE BARTHOLOMEW

At the Management Clinic for building material dealers, attended by 70 persons at the University of Tennessee last month, the subject of sales training and compensation was covered by Lee Bartholomew, veteran vice-president in charge of sales for the Southern States Iron Roofing Company. Printed below is the text of his talk on a workable training program. Next month we will print his discussion of compensation plans for material salesmen.

"SALES TRAINING" is a much-used phrase today that is uppermost in the minds of almost every sales manager in practically every business. It's a phrase that is used a lot and talked about a lot. But very little is *done* about it. This is particularly true of the average retail lumber dealer organization.

Often a lumber dealer hires a young boy just out of high school and puts him out in the yard. The boy piles lumber, wrestles cement, loads trucks, and what not. The dealer keeps his eye on the boy and, after a year or two, he thinks he's a pretty likely looking fellow.

So one day he calls him into the office and says, "John, I've been watching you for quite a while and I think you'd be a good salesman. Now here's a price list. You go out and start calling on the trade. Let's see what you can bring in here in the way of business."

And with that training and with that background, John goes out and becomes a salesman. But he is just about as well equipped for the job as a man who goes out to hunt bear with a squirrel gun.

The purpose of sales training is to provide better sales personnel in a shorter period of time . . . with fewer mistakes, less discouragement on the salesman's part and the consequent expensive personnel turnover, less customer ill-will due to inept handling, broader and better coverage of prospects. All of which adds up to

more profitable business for you.

Before we talk about setting up a sales training program, there are two important points I want to impress upon you.

1. Sales training is not a one-time proposition. It is a continuous program that goes on day by day, and there are many facets to it.

2. The training program must be the responsibility of one person. It can not be divided among several, because it requires constant supervision and coordination. One of the most important functions of this individual is to gather information about his program and the programs of other companies. He must evaluate all phases and in-

corporate the best and most applicable ones into his program. He must study constantly to improve his program.

With these two points in mind, I'm going to try to give you a basic outline of a sales training program which can be adapted to your business. To do this, let's suppose that I am the sales manager of your lumber yard. This will put me in your position and we can look at the problem from your point of view.

The first consideration of our program is *knowledge of products*. Every salesman must know his products thoroughly. He must know how they are made; why they are made that way; and how they are used. No salesman can sell without this information.

Our second consideration is *salesmanship* itself. There is no getting around the fact that the retail salesman is the key to profitable business. No matter how good a product is, or how well it is advertised, it will not sell itself. The sales volume you get with that product depends primarily upon the salesman. Merchandise just naturally flows through the firm that merchandises it.

(See SALES TRAINING page 81)



LEE BARTHOLOMEW, veteran sales manager, says:

To train salespeople effectively—

1. Your program should include products and sales methods.
2. Your program should be continuous.
3. It should include self-instruction through reading.
4. It should cover order writing, handling, pricing.
5. It should be directed by one capable person.



This \$3,000 home (exclusive of lot) is already selling like hot cakes. The living-dining-kitchen area is seen in these two pictures. W. B. Milstead, president of the Lumbermen's Association of Texas, sits on the sofa at the end of this room, chatting with a reporter and John Armstrong.



## A HOME FOR \$3,000

*— the answer to socialistic housing!*

**MOST** potential renters of public housing projects in San Angelo, Texas, would do better to buy their own homes than pay rent—the monthly payments are so much cheaper!

In answer to a possible threat of public housing, three San Angelo businessmen developed the "San Angelo Plan." It represents over 2,000 hours of work by John Armstrong, president of the Armstrong Brothers Lumber Company; John Moss, secretary-treasurer of the same firm, and A. L. Turner, a realtor and builder.

It is being sponsored by the Lumbermen's Association of Texas.

The over-all size of this home is 25 by 26 feet. It sells for \$3,000 including the builder's profit—less than one-third the national average price of a public housing unit.

The first home built by this plan

was constructed in 12 days! It was erected in a Negro district and shown to the public on October 28 and November 4. By the end of November, Negro families had bought this and nine more—before construction had started. Brief publicity in San Angelo and Houston newspapers brought in about 60 inquiries.

Designer John Moss asserted that this also is the ideal house "for working girls, bachelors, teachers, and older people."

The modern design of the San Angelo home appeals to most young couples.

The outside end walls are solid masonry without openings. They are engineered on a modular basis to eliminate cutting and other lost motion. They can be built of brick, stone, or a building tile.

The front and rear outside walls are standard frame construction

finished in stucco, wood siding, cedar shakes, asbestos siding, boards and batts, or vertical paneling as on the house pictured on page 84. These two walls are protected by an 18-inch roof overhang in front, and an 8-inch overhang in the rear—with masonry sidewings of the same measure.

The floor is a reinforced concrete slab with 12-inch beams.

The roof is a flat deck with 90-pound slate asphalt roll roofing mopped on a layer of 30-pound felt. The edges are protected with galvanized metal strips.

Window units and door jams were designed from stock items to reduce costs. Standard stock sash and fir slab doors are used throughout. The front glass wall is of double-strength window glass set in 2x4-inch frames.

One large room—24'8" by 9'6"—  
(See \$3,000 HOME! page 84)

## PROFITABLE SIDELINE!

In resort areas many building material dealers like this one are making money on **SPORTING GOODS**

By H. G. MATTHEWS



"**WE JUST** weren't having any luck at all," S. E. Duncan, Jr., confessed in the midst of a "fish tale."

"The night was so black you couldn't see even your hand in front of your face. No one had even a nibble. We had tried a variety of bright, various-colored plugs."

Duncan's two customers listened eagerly.

"Then one fellow put on this black plug—and had a good-size bass in no time flat!" Duncan continued. "We thought at first maybe they were just beginning to bite—

but we found that they continued to ignore bright plugs and to take to this all-black one."

Duncan sold nearly four dozen black plugs that day! As soon as the word got around, many more of his regular fishing-tackle customers came in for one. Before trying it out himself, he hadn't sold a one.

"Our sporting goods department has drawn more floor traffic into our building supply store than any other line of equipment," Duncan asserted. "Not to mention the good-will many people in this

community feel for the Duncan Supply Company. I believe we have as complete a line of sporting goods as you will find in any store in the South." This department added \$12,000 to the company's sales volume last year. But the floor traffic resulting from these sales led to a bigger building material volume!

This Orangeburg, S. C., firm is owned by Duncan and his father, S. E. Duncan, Sr., who no longer is active in managing the store.

It now is "Fishing Headquarters" to the extent that men and women stop by or 'phone in to ask where the fishing is good at various times. And this information is getting to be reciprocal. "Several times someone we don't even know has telephoned in to let us know locations where the fish are biting," Duncan added.

He keeps a map of the most prominent fishing area hanging on the wall of the store.

"Many times someone has stopped by for information or some small item, and walked out with \$100 worth of tackle," he said. "People have learned that they're apt to run into a friend in our store—and that our personnel are always ready to swap fish stories."

The hunting season brings about a dozen sportsmen into the store each day. But during the fishing season, the number of customers who are attracted by the full as-

(See **SPORTING GOODS** page 60)



S. E. Duncan, Jr., co-owner and manager of the Duncan Supply Company, gets as many as 200 people into his store a day for fishing tackle during fishing season! Above, he is seen writing up a hunting license. At left, he chats with a customer about hunting equipment. His firm's fishing contest attracted 685 contestants last spring. To take part in the weekly contest, fishermen have to come into the Duncan store to register and to find out who won!



Although the Pocahontas Lumber Company in Pocahontas, Ark., is no longer on a busy highway, attractive displays at the new location have succeeded in greatly increasing sales volume. Every inch of the store is planned for displays. Factory-furnished fixtures stocked with power tools, floor tiles, and tileboard supplies, beckon store visitors and steady customers.

## BETTER DISPLAYS

*overcome out-of-way store location*

**ANY DEALER** who wants to feel enthusiastic about spending several thousand dollars for a modernized showroom can catch the fire from W. J. Barthel, owner of the Pocahontas Lumber Company in Pocahontas, Arkansas.

Barthel was doing well enough in the old store, on a typical business street in a good little town. Then a new highway was routed through the yard, and the old buildings were condemned. The only available location was a site where traffic did not pass.

Describing the results, Barthel said, "I knew I'd have to pull the drop-in trade with a display floor that would put my prize items on exhibition. In remodeling and modernizing the building we took over, I planned for a display floor, 60 by 90 feet, that would show everything to advantage.

"The first week, after opening on February 1, 1951, proved that I'd reasoned right. People swung out of the main traffic lane and came to the store to look and buy. Volume began growing immediately."

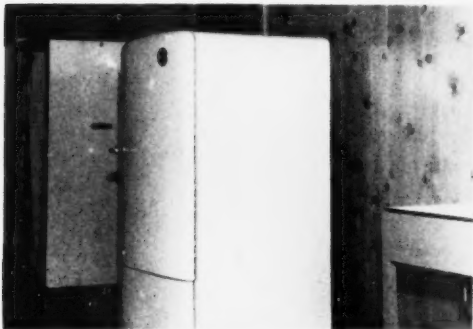
Four months later, Barthel's records showed that sales of one item—floor tile—increased one-third. Before the new display facilities were arranged, floor tile did not sell too well.

The floor tile display in the new store is arranged on a raised platform, close to the front door. Good light enables the customer to see all the various patterns and colors available.

"We're backing the new display with a promotion set-up that includes answering all customer questions concerning floor tile," Barthel said. "We've prepared our-

selves to tell the story of floor tile completely."

He added that four men in the personnel are floor-tile applicators. (See **BETTER DISPLAYS** page 62)



Knotty-pine patterned gypsum board behind the shower stalls and appliances has resulted in selling this wall material for many kitchens! At right, an alert salesman turns on a lighting fixture to show a customer how it will actually look when in use.



# No shortages or excessive inventories with SIMPLE STOCK CONTROL

By SAM CARSON

"SORRY, we're fresh out of that item . . . have more coming in about the first of next week." This old refrain is seldom heard by customers on the Andalusia Manufacturing Company's salesfloor.

This Andalusia, Alabama, firm has solved to its own satisfaction the problem of maintaining simple, economical, yet effective, stock control in a sprawling, multi-departmented, big-volume operation. They have put to work the filing system of the human mind as a happy substitute for detailed perpetual inventory records.

This company's experience will be of interest to dealers who cringe in horror every time they hear the term "stock control."

From the standpoint of both physical size and volume of business, the Andalusia Manufacturing

Company is probably one of the largest building supply dealers in south Alabama. Since 1903, the enterprise has grown from one small frame millwork shop to its present size of eight buildings. There are five warehouses, a yard and lumber storage sheds, and an uptown store. The small millwork shop has become a vast brick structure that houses modern, electricity-driven machines.

E. R. Merrill, who with his brother (W. C. Merrill) bought and incorporated the Andalusia Manufacturing Company in 1907, is still president of this firm. It manufactures lumber products and wholesales and retails a full line of building materials. Henry C. and Walter O. Merrill, sons of the late W. C. Merrill, are vice-presidents of the concern, while A. Reid Merrill, the son of E. R. Merrill, is secretary-treasurer.

Their establishment furnishes the homebuilder and farmer with

nearly all his needs from foundation materials to kitchen fixtures. But with business growth have come new problems.

Stock control, for instance.

About 15 years ago the Merrills felt the time had come to end haphazard merchandising, and especially "stock control" by guess and accident.

But the officers turned thumbs down on the idea of systematic detail stock records. They felt that as the business grew, the keeping of records would become more and more an end in itself, rather than the means to an end. What was needed was a flexible and economical method of stock control—a method that provided a good general view of the day-to-day condition of stocks, with the control well within the efficiency zone.

The result of these deliberations was a highly practical system which, for this firm, has since (See STOCK CONTROL page 73)

Both Walter Merrill, below, and his cousin, Reid Merrill, right, have become familiar with the huge stock of the Andalusia Manufacturing Company. So much so that a quick glance at all stock once a day tells them approximately what their inventory is—and what products to re-order. Walter Merrill was an All-American football player at the University of Alabama. He played in the Rose Bowl three times and then starred in professional football.



To test the performance and quality of various building materials and other products of brand manufacturers, American research laboratories develop and install powerful, sensitive, and reliable testing machines. At right, concrete samples undergo a torture test of 4,000 pounds of pressure per square inch. Defects in mix, ingredients, and curing are detected in this way. Below, in 75 days in this unique testing device, paint samples get the equivalent of five years of exposure to heat, cold, rain, and snow. Such tests of brand-name building materials help manufacturers to retain their product reputations.

Photos courtesy of the U. S. Testing Company.



## "TESTING BY TORTURE"

IN AN AGE when thrift is considered a desirable virtue—and a savings bankbook is standard equipment in almost every home—the sight of intelligent men throwing money away should normally be the signal to “call the wagon.” Yet every year, thousands of American businessmen throw away more than a billion dollars and are praised for their actions rather than “committed for observation.”

Actually, what seems like sheer madness is a continuous program

Brand product manufacturers save money by  
“throwing it away” on scientific research

of product destruction. This “testing by torture” enables brand manufacturers to see exactly how much their products will take before they wear out or fail.

It goes on every hour of the day in the research laboratories and on the proving grounds of individual manufacturers in every field you can name.

It goes on in independent laboratories employed by makers of brand-name products, like United States Testing Company in Hoboken, N. J., where more than 30,000 tests and research projects are run each year on everything from shingles to cement blocks.

And it has become a standard part of the whole production cycle because brand

manufacturers will not take any chances with reputations they have spent time and money in building.

The cost of all this testing comes pretty high and is getting even higher. Manufacturers spent \$29,000,000 testing building materials and other products in 1929. Now they are spending at the rate of more than \$1,500,000,000 a year! But the money this research saves Mr. and Mrs. America is beyond reckoning, and immeasurable is the good it does in reinforcing the reputations of old, familiar products and in establishing brands of new manufacturers.

The products are tested in almost every conceivable way, depending on their end-use. A test may involve one single operation or the complicated series of 120 operations that one manufacturer reported as “normal for my product” in a survey recently made by Brand Names Foundation.

Building materials, for example, may be tested for resistance to mildew, durability, warmth, spe-

(See PRODUCT TESTING page 79)





## Rabid Collector of TEXAS GUNS

This Houston lumber dealer caught the "fever" in Old Mexico!

**TWELVE YEARS AGO** Paul Janke contracted an "infection" and has not been "normal" since.

Although Janke's condition does not interfere with affairs of the Janke-Simms Lumber Company in Houston, Texas, there are times when the lumber business is a mere by-product of his handicap. For the "infection" has permeated his system and made him a rabid gun collector.

He was in Old Mexico when he first showed symptoms of this "fever." On a shopping expedition he wandered into a place where, it seemed, the hombre in charge had concentrated on accumulating all types of old guns.

The guns were for sale and Paul Janke, from his limited knowledge of guns at that time, recognized

some pieces at prices that were tempting beyond resistance. Janke bought three or four, just because the prices were good.

When he got home Paul confirmed, from some catalogs he borrowed, his belief that his investment in Mexico was good. He had come away with some collector's items. But he also discovered that his guns were not nearly so desirable as a great many others.

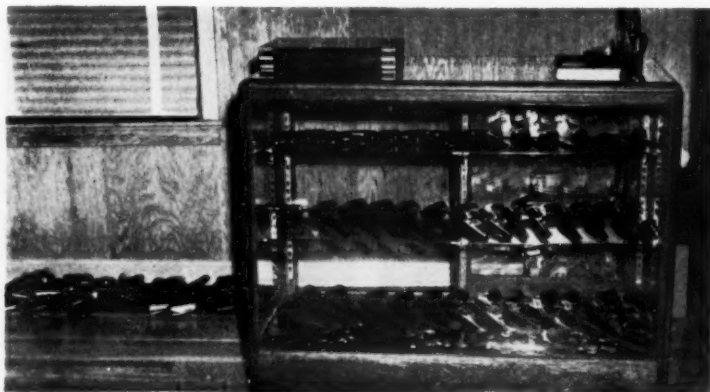
Since that incident there is no record of the time and money Paul has spent collecting an estimated 250 guns of all sizes and types—nor any record of the total number of guns he has owned and traded.

The pictures herewith show a majority of the items, most of them coveted pieces.

But the pictures do not show the long, heavy guns made to shoot 50 and 75 mm. balls. Such Long Toms as Paul drags out of a closet suggest that the American populace is not as rugged as it used to be. It took a good man just to lug one of those things around!

"I belong to just about every gun collector's club there is," Paul conceded. "I get all the club publications and all the catalogs. By now I suppose I am fairly well posted on collector's items of value. In my collection are most

No, these pictures are not of a gun store or armory! They show a part of the collection of about 250 old guns that have been collected by a Houston lumber dealer during the past 12 years. His name is Paul Janke, and he is seen above holding a rare item in his prized collection at the top of the showcase—pictured at right. His collection fills up a special display room and the adjoining closet in his home.



of the best items that anyone has heard of in the category in which I am interested.

"If I were a gun collector, period, with the entire field of old guns to work on, what I have wouldn't be much of a collection. But early in my experience I decided to specialize in guns made in Texas and guns made in the South. That is the only reason my collection is fairly representative."

Paul has some Colt .45's that were made in Texas during the Civil War. The gun-maker took the original Union army Colt and copied it. Then he has other guns, stamped with names of small factories in Texas and other Southern communities that are mere dots on the map. The desperate need of the Southern armies for guns gave birth to a large number of gun factories that disappeared after the war. But they made some rare collector's items while they were in production.

A gun collector's life often contains a dose of bitter disappointment, just at the point where he is about to realize the ambition of owning a piece he has sought for years.

Paul had wanted one hand gun in particular. Finally, through his club connections, he located such a gun in possession of a collector in a Northern state. A deal was made, Paul sent his check and the collector shipped the gun, but when delivery was made the package was empty.

"Oh, he sent my check back right away," says Paul, in the manner of one referring to a minor detail. "Trouble is, I may never get my hands on that particular gun. Or one like it."

Paul declines to specify the amount of his investment in guns, to which one room of a spacious home has been dedicated. Not to mention the closet thereof.

He confesses to procrastination in the matter of cataloging his items. Consequently he admits that on any one of the many occasions when he speaks on old guns and there displays the weapons publicly, six could disappear and he wouldn't know the difference.

"People come up after a meeting to handle them," he explains, "and want to know if they will really shoot. The fact is, practically all of my guns could be put in shooting condition."

"People will start plying me with questions and with a crowd around, some of my guns could be

## U. S. Presidents as BUILDERS

By I. J. BROWDER

Director of the Birmingham Center of the University of Alabama. Dr. Browder has specialized in the history of United States presidents and is popular as an extemporaneous speaker on their election and performance.

**SEVEN PRESIDENTS** were born in log cabins. They were Jackson, Pierce, Buchanan, Lincoln, Johnson, Garfield, and Arthur. These have been pointed up many times to illustrate the fact that America is truly a land of opportunity.

A study of the dwelling places of the 32 men who have held the

high office of President of these United States shows that they range from the humble cabins referred to above to such mansions as Mount Vernon, Monticello, Hyde Park, and the magnificent home of Herbert Hoover, the only living ex-president, at Palo Alto, California.

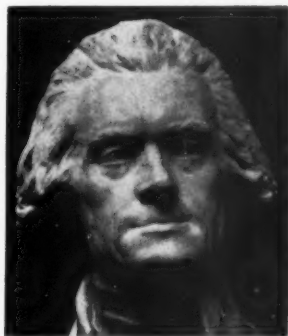
Several presidents planned their own homes.

Washington planned the revision and enlargement of Mount Vernon. But on being called into public service, he left the supervision of the construction, which lasted for eight years, to his cousin Lund Washington.

John Tyler, the father of 14 children, kept building additions to his home at Sherwood Forest near Charles City, Virginia, until it was more than 400 feet long!

Thomas Jefferson not only was a great statesman, musician, writer, and inventor, but also America's first great architect. He was 32 years completing his 33-room home. He cut the timber himself and burnt his own brick. He helped plan the beautification of the "Presidents' House" in Washington.

At 75 years of age Jefferson designed and superintended the construction of the initial buildings of the University of Virginia at Charlottesville. Taking a chisel himself, he helped with the marble work. He planned the arrangement of buildings. It is now one of the most beautiful campuses of the country. The architecture harmonizes perfectly with the surroundings. The famous serpentine wall, only one brick thick, is a marvel to modern architects.



President Thomas Jefferson was America's first great architect. He designed and built his famous home, Monticello, and also the initial buildings at the University of Virginia. George Washington and John Tyler also had a part in the planning of their homes.

lifted easily and I wouldn't know it. I've been thinking about making up my own catalog. I'll have to do that."

Paul has no idea how far he has traveled tracking down a gun. He still likes to go gun hunting in Old Mexico, for some of the most prized collector's items hang on adobe walls far off the beaten path.

"I've been over some pretty rough trails down there, looking for guns," he recalls.

"You can drive into some little Mexican town and ask if anyone

has an old gun for sale and some Mexican will start telling about a friend of his who has an old gun. This friend may live in isolation 50 miles away.

With the Mexican backwoods roads what they are and Mexican directions what they are, there's no telling where you'll end up—or how long you'll be gone—when you start after a gun.

"Sometimes I find a good buy. Often I waste a lot of time. But I still take those side trips and I guess I'll never quit. That's what being a gun collector does to you!"

*Why and how dealers should push adoption by states of the enabling*

## MODEL BUILDING REGULATION ACT



**SINCE** building codes prescribe requirements for construction in particular localities, they should be the concern of all groups interested in the welfare and development of the community. Chambers of commerce are especially well equipped to initiate review of such codes, to bring together the various interested groups and technical personnel in the community for that purpose, and to sponsor and support appropriate state legislation.

Those engaged in the construction industry also should extend their assistance in modernizing building codes, in promoting their effective administration, and in supporting the organizations sponsoring model codes. It is equally important that continuing efforts be made to assure that local building codes are kept up to date.

All the states have granted municipalities authority to enact building regulations. However, in order to make it possible for municipalities to give prompt recognition and acceptance of recognized standards and to modernize their local building regulations easily and expeditiously, there is need for the enactment of additional or revised state legislation. Such legislation should be designed to facilitate adoption by municipalities of model building codes or of

any previously published standards relating to tests, materials, or uses of materials, and further designed to provide relief where improper interpretations or restrictions are imposed by local administrative authorities.

**Local Action Under State Authorization.** In addition to the grant of power by the state to the municipality to enact building codes, a requisite of such legislation should be that the building codes provide minimum standards of construction based upon required performance. The use of any material, combination of materials, appliance, system or method of construction meeting such standards of construction should be permitted. Such legislation should also require that building codes, through periodic review, be kept up to date. Under such provisions the building industry would enjoy greater flexibility of operations and would be encouraged in the development of new materials and methods of construction.

The model building regulation act would accomplish these objectives through the enabling provisions in Section 1, Building Requirements. (For copies of this complete Model Building Regulation Act, return the coupon below.)

**Adoption by Reference. Al-**

This is the third installment of the special study by the U. S. Chamber of Commerce on "Building Codes and Construction Progress." It explains an enabling act that states should adopt to permit prompt, efficient adoption by municipalities of functional building codes.

though some states already permit municipalities to adopt codes and recognized standards by reference thereto in their building ordinances, other states require publication in full, usually in newspapers, of such codes and standards. This is an expensive undertaking even for the larger communities and is well-nigh prohibitive in small communities. Legislation permitting adoption by reference would require posting or filing of a number of copies (usually three) of the referenced code or standard in the appropriate office for the use and examination of the public.

It should be noted that copies of such codes and standards are available at nominal cost from sponsoring organizations. There would also be required the publication of the adopting ordinance in accordance with the general law governing the enactment of subsequent amendments or changes in the building ordinance.

Such provisions in state legislation would make possible to the thousands of cities, towns, and villages with inadequate regulations or no building code at all the opportunity of enjoying the advantages of enlightened building regulation.

In the model building regulation act, these objectives would be accomplished. (See BUILDING CODES page 72)

**EDITOR, Southern Building Supplies,  
806 Peachtree Street, N.E., Atlanta 5, Ga.**

I'm interested in better, more effective Building Codes for my community and state. Please send me \_\_\_\_\_ copies of the Model Building Regulation Act described in the January issue of your dealer magazine.

**NAME** \_\_\_\_\_

**FIRM & TITLE** \_\_\_\_\_

**ADDRESS** \_\_\_\_\_



# STREAMLINED DISPLAYS

## *encourage buying in Maryland highway store*

By Beatrice Miller

**WHEN CO-PARTNERS** Joseph E. Russell and Charles E. Toomey, Jr., designed their own display stands for the new highway store of J. H. Toomey and Sons, they wanted to stock as much material as possible yet retain spaciousness and ease in getting about the salesroom.

"By having tables designed for the use to which they were put, we automatically departmentized our salesroom into builders hardware, tools, electrical supplies, paints, bolts and screws," commented Russell. "This simplifies the customer's shopping and saves time."

This new J. H. Toomey and Sons store was opened in Elkridge, Md., on Route 1, just outside of Baltimore. It was designed to stop and accommodate the small cash customer who did not find the large Toomey yard set back on the old Washington-Baltimore highway as accessible.

While all orders are taken at the new building, only small orders are filled here.

"We planned every inch of storage and display space according to the merchandise to be accom-



Two clever fixtures that display a great deal of merchandise in a small amount of space are among those designed by partners of J. H. Toomey and Sons. At lower left, Charles E. Toomey, Jr., co-partner, helps a customer. Note how nail kegs, slanted slightly upward, are fitted into compartments in the underside of the counter.

modated," Russell explained. "We try to display what so many other stores hide. A customer can pick out any length of nail in our store, for example."

A horseshoe-shaped table provides 24 semi-circular bins under the counter to support 24 kegs of common, finishing, flooring, roofing, and galvanized nails in various sizes. The savings in time, floor space, and storage are apparent.

The builders tool display called for 4x7-foot hip-roof constructed tables of cypress paneling to display adequately representative items of builders tools, with plenty of storage space underneath.

Wall panels of locks, hinges, butts, shelf brackets, and nails face the customer as he enters. In a short time, he knows what small items are available to him here.

A pyramid of six shelves—designed to hold 300 gallon and 288 quart cans of paint—permits the customer to select the color and type of finish without asking assistance from a sales clerk. A brush display, with movable metal supports holding over 200 brushes arranged by quality and size, is above a paint display.

The open displays have the

added advantage of self-service that the customer enjoys when he is not quite sure of what he seeks.

The tables are supported by one-foot legs to facilitate cleaning and realignment when new merchandise is added. Bins for holding merchandise, built in under the tables, save time and floor space. They facilitate changing and arrangement of items when desired.

In the fast-growing suburban area of Elkridge, the attractive new Toomey store catches the eye and interest of newcomers much sooner than the more remote main building—with its half-century reputation for fair customer dealings.

### **6,000 Water Heaters!**

The America and Southern Corporation, Nashville, Tenn., has received one of the largest single orders ever given for electric water heaters. The job was placed by a distributor in Aiken, S. C.

It calls for delivery of 6,000 electric water heaters of 30-gallon capacity to be delivered to the Savannah River Atomic Energy plant in Augusta, Ga. They will be installed in housing quarters now being erected for the plant's personnel.



# WASHINGTON NEWS ☆ ☆

**FLASH!** The Defense Production Administrator announced on January 9 that housing starts during the second quarter of 1952 would be curtailed to 23 per cent under the "official" 850,000 annual rate for last year. Boosted by a mortgage-commitment backlog, the 1951 record reached 1.1 million starts. During the second quarter, auto production will be cut back 7 per cent, and household appliances 10 per cent, to divert critical metals to defense.

**THE GROWTH** in the population of the nation and its significance to business is the topic of the month in Washington. The 1950 Census revealed that the U. S. population has doubled in 50 years and now exceeds 155 million.

Within the next 25 years another 35 million persons are expected to be added to the population because more people are marrying, and having more children, and living longer.

The greatest regional gain in population was made by the Far West, with the Southwestern states next with a 16.3-per-cent increase. The population is moving outside the cities, with the suburban population up in a decade by 37 per cent.

All this means new homes and community facilities.

With more income, families are demanding nicer and larger homes. Families who have lived together are now separating, and will do so faster when construction curbs permit the building of quality homes in larger sizes.

More families own their homes now than are renting dwellings. Home-owners in the city, 51 per cent; on farms, 60 per cent. Twenty-one per cent of all homes are less than 10 years old. But 46 per cent are over 30 years old, which means a big repair and modernization market.

**IN 1951**, according to the Secretary of Commerce, the volume of national output was about 8 per cent greater than in 1950. The gross national product—final goods and services—was up 15 per cent due to rises in prices.

**AT THE MEETING** of the Construction Industry Advisory Committee, which was set by NPA for January 9, important plans about the use of critical materials in construction were expected to be announced. Industry reaction to changes in present policies will be forthcoming from the February 12 meeting of the Construction Industry Advisory Council.

**"HOW MUCH** Can Our Economy Stand?" The report on that topic by the U. S. Chamber of Commerce's Committee on Economic Policy says that it can stand taxes only for a \$70 billion national budget for 1952-53.

The report enumerates the threats of the present level of Government spending and taxing to the efficiency and future growth of the American economy. Among these:

"Heavy corporation income and excess-profits taxes are discriminating against small and growing businesses, penalizing efficiency, rewarding inefficiency, encouraging waste, extravagance, and inertia.

"The growth of Government and heavy Government spending and taxing, along with the inflationary consequences, are important causes in the decline of ethical standards."

**REGIONAL OFFICES** of the Housing and Home Finance Agency and the Federal Security Agency are ready to receive from local agencies in Critical Defense Housing Areas statements regarding the Federal assistance they believe to be needed in supplementing community facilities and services to meet defense requirements. Application forms and instructions for aid under Public Law 139 (Defense Housing and Community Facilities and Services) are available at the regional HHFA and FSA offices.

**NPA MADE** allotments of controlled materials to 350 of the 2,052 applicants for the first quarter of '52. Forty-one applicants were granted an approved schedule that requested no allotment; 51 were exempt under terms of NPA regulations, and 1,610 applicants were denied requests.

**THE MORE SCRAP** that Americans dig up and gather and turn in, the more steel products we will have for civilian uses this year. So, clean your premises of idle scrap metal and urge customers and other firms to do likewise.

## More Defense Housing for Southern States

Southern and Southwestern communities predominate in the list of "Critical Defense Housing Areas" and those to rent control, as enlarged last month. Here's the picture, by states:

**ALABAMA**—Rent control in **Aniston**; 100 PHA trailers and 210 portable family dwellings at **Camp Rucker**.

**ARKANSAS**—Rent control in **Pine Bluff**.

**FLORIDA**—Pensacola CDHA enlarged and 400 units programmed; **Palaika** and **Key West** declared CDHAs, 100 PHA trailers for Key West; rent control in **Sanford** and **Green Cove Springs**. Rent control for **Key West**. Fifty houses programmed for **Palaika**.

**GEORGIA**—100 rental units for **Ft. Benning**, CDHA; **Valdosta** CHDA enlarged; **Marietta** has rent control. **Camp Stewart** has rent control. **Moultrie** is now a CDHA.

**KANSAS**—Rent control for **Salina** and **Wichita**; **Topeka** is CDHA with 250 PHA trailers.

**KENTUCKY**—**Paducah** CDHA enlarged.

**LOUISIANA**—**Camp Polk** is CDHA with 100 PHA portable family dwellings.

**MARYLAND**—60 PHA trailers for **Bainbridge-Elkton** CDHA; 230 more units programmed for **Aberdeen-Edgewood**, making 460 total; **Fredrick** is CDHA with 250 units.

**MISSISSIPPI**—Rent control for **Biloxi-Pascagoula** CDHA.

**MISSOURI**—**Knob Noster** Air Force Base is CDHA with 300 units programmed; **Fort Leonard Wood** is CDHA, with 350 PHA trailers.

**NORTH CAROLINA**—**Kinston** CDHA with rent control and 265 rental units; **Fayetteville** under rent control; **Camp LeJeune** is CDHA with rent control, 260 PHA trailers, and 900 more units programmed besides original 300 units. **Fort Bragg** now has rent control.

**SOUTH CAROLINA**—**Parris Island** is CDHA with rent control and 100 rental units programmed.

**TENNESSEE**—**Tullahoma** CDHA enlarged; **Oak Ridge** has rent control.

**TEXAS**—**Hondo** is CDHA with rent control and 30 rental units; **Big Spring** is CDHA with 300 rental units; **Kingsville**, **San Marcos**, and **Wichita Falls** have rent control; **Lone Star** CDHA is enlarged; **Florence-Killeen** CDHA programmed for 400 more units. **Victoria** CDHA has 200 units programmed.

**VIRGINIA**—**Quantico** has rent control; **Camp Pickett** is CDHA with 100 PHA trailers and 210 portable family dwellings; **Norfolk-Portsmouth** is CDHA with 225 PHA portable family dwellings; **Chincoteague** CDHA has 50 sales units programmed. **Quantico** CDHA has 700 rental units programmed.

# FEDERAL CONTROLS

## that may affect Your Business

Get in the Scrap  
—for Defense!

**TEN CLASS B** steel products were reclassified as controlled materials under the Controlled Materials Plan effective January 1. Among the products so classified by NPA are roofing—galvanized, corrugated, V-crimp, and channel drain; siding—corrugated and brick; ridge roll, valley, and flashing; nails—bright steel wire, steel cut, galvanized, cement-coated, and painted; spikes and brads—steel wire, galvanized, and cement-coated; staples—fencing and poultry; wire rope and strand.

**CMP Regulation 7**, which covers Repair Parts and Materials for Repairmen under the Controlled Materials Plan, was amended December 20 to permit repairmen to use priority ratings to obtain materials for installation work. It permits an operator who ran more than one establishment before July 1,

1951, to treat each as a separate entity for materials consideration.

NPA also amended **CMP Regulation 5** on December 20. The change permits manufacturers to use priorities to obtain materials needed for installation in existing buildings in the same way that they are permitted to obtain minor capital additions.

The Federal Reserve System has issued a new interpretation of **Credit Regulation W** which makes it clear that wall or floor furnaces installed as a permanent part of realty are not space heaters, and therefore subject to a down-payment of 10 per cent and 36 months' maturity requirements for credit purchase.

Numerous changes were made in salary and wage control regulations last month. **General Wage Regulations 6 and 8** were amended

to eliminate prior reporting requirements of increases under the WSB formulas, but to require record-keeping of pay adjustments for two years beyond the life of the Defense Production Act.

The Wage Stabilization Board on December 23 issued **General Wage Regulation 19** and **Resolution 78**. They set forth a self-administering policy for the establishment of new health and welfare plans or modification of old plans.

**GWR 19** defines temporary disability; hospital, surgical, and in-hospital medical expenses, and death benefits on a group term basis, and outlines the procedures under which these benefits can be put into effect. **Resolution 78** contains a set of standards for operation of such programs.

## Price and Wage Controls Futile, S\*B\*S Dealer Survey Shows

A MAJOR ISSUE before Congress in Washington this month will be whether to continue price and wage controls.

One group that clearly considers such controls unnecessary or futile is Building Material Dealers, a year-end survey by SOUTHERN BUILDING SUPPLIES revealed. Dealers in 18 Southern and Southwestern states were asked six specific questions on the need for and working of price and wage controls. Here are the results:

1. Not a single replying dealer thought that "Federal Price Controls are needed now."

One prominent Maryland dealer replied: "I do not feel Federal Controls are needed now nor have been needed at any time for they tend to raise prices rather than lower them, particularly at a time like this. They are also very difficult to understand and to administer. The some 35,000 people needed to operate price controls should be in regular employment so that they would produce things needed now."

2. Nine out of 10 dealers did not think that "present price controls are effective."

A Kentucky dealer explained his "no" in these words: "You

can't hit the ball when you can't see it." There is no established ceiling for many items in our line and consequently everyone has different ceiling on same items. Even OPS is in the dark."

A Missouri dealer replied that "competition is too great in most businesses to make price control necessary. Seems that the old law of supply and demand has been a greater factor in price control than the law."

3. Less than 10 per cent of the dealers had heard "any customer complaints or criticisms about price controls."

Explained a Missouri dealer: "We have had no complaints . . . because they (price controls) have not been effectively felt in our retail area or establishment."

A Florida dealer reported complaints "generally about variation in prices from different sellers."

4. Less than 10 per cent of the dealers said that "Federal Wage Controls are needed now."

One Tennessee dealer pointed out that such controls had to be "all inclusive."

A South Carolina dealer said "certainly not as they are administered."

A Maryland dealer explained

that "Federal Wage Controls are cumbersome, unworkable, and have a tendency to raise wages in our area rather than hold them."

5. Nine out of 10 dealers don't believe that Federal Wage Controls are effective.

One Texas dealer pointed out that "we feel that the industry is following the regulation. We also feel, in some cases, some employees are not receiving wage increases that they are justly entitled to on account of the regulation."

A Kentucky dealer declared that "the man who tries to abide honestly by rules is penalized; labor unions have advantage over unorganized in this field."

6. Eighty-one per cent of the dealer respondents confessed no complaints or criticisms about Federal Wage Controls in their businesses.

One Missouri dealer said that "out experience with complaints has been limited because we are not in a critical employment area and are experiencing a decline in business volume."

A Florida dealer opined that we feel we should be able to use our own discretion in rewarding employees for work well done."

# SUPPLY & DEMAND

**THE NEW YEAR 1952** should be another banner year for construction because of record-breaking employment at record-breaking wages; most valuable farm crops; largest industrial production on record, and the inflationary influences of great savings, higher living standards, and the desire for more room in homes.

Whether the United States will start 700,000 or 1,000,000 houses in 1952 will depend upon the way Federal agencies control credit, materials usage, and wages.

The 1,000,000th house was started in this country during November as dwelling starts soared to 1,022,600 units for the 11 months. The final score for the year was estimated at 1.1 million, compared with 1,302,400 starts last year.

**NEW CONSTRUCTION** expenditures were estimated, by the U. S. Departments of Commerce and Labor jointly, to have approached \$30 billion in 1951. This was 7 per cent more than for 1950 in dollars, but not in physical volume because construction costs were higher.

Looking ahead for '52, H. E. Foreman, managing director of Associated General Contractors, asserts that "the basic, underlying demand from a growing population for such needs as schools, hospitals, highways, churches, and community and commercial facilities unfortunately is reaching a peak at the time of another mobilization program. . . . The construction industry has the capacity to perform all the most essential civilian construction and defense projects promptly and economically if the Government refrains from policies that unduly hamper the industry's productive capacity."

**IN PLACE** of the usual production and sales data for lumber and other materials, let's consider the views of some industry spokesmen now.

**Gypsum products manufacturers** will present new fireproofing constructions for light steel structural frame to builders this year, according to the Gypsum Association's Lloyd Yeager. He predicts these will save much structural steel and construction dollars.

Yeager said that Government figures show that gypsum lath and

board output has increased more than 400 per cent since 1939. He quoted NAHB as estimating that gypsum wallboard is used for interior walls in 48 per cent of the houses being built today.

Speaking for the **Insulating Siding Association**, Richard G. Breeden, Jr., suggests, "now that insulating siding has been accepted by the Federal Housing Administration for new construction, builders of homes have the opportunity to cut costs without cutting quality."

An association survey of exterior wall costs in the Chicago area, he explained, showed that an insulating wall can be built from 35 to 50 per cent cheaper than four competitive types, when labor and material costs are considered.

FHA approval of **3/8-inch fir plywood** for roof decking over rafters spaced 24 inches on center affords significant cost savings in small home construction, the Douglas Fir Plywood Association points out. FHA previously had required 1/2-inch plywood.

A recent survey by **SOUTHERN HARDWARE**, companion publication to **S\*B\*S\***, revealed that "most hardware lines will be in reasonably adequate supply, at least during the first several months of 1952. The exceptions are products in which copper, lead, and zinc are used."

Jack Bryant, managing director of the **Asphalt Roofing Industry Bureau**, warns that "the only way to make sure you have plenty of roofing to sell during the coming year is to stock up now and go into the spring season with a full inventory."

**Highlight** of the third 1951 quarterly report of the Lumber Survey Committee is this statement: "A continuing source of confusion to the lumber industry has been the uncertainty regarding price regulations." Lumber manufacturers, wholesalers, and retailers are awaiting orders setting specific "dollar and cents" price ceilings for the various lumber species and grades.

## CEDAR-SHAKES POPULARITY PROMPTS A SHAKE!



The rapid rise in popularity of cedar shakes was cause for congratulations at the annual meeting of the Stained Shingle and Shake Association. It was held in Seattle last month concurrently with the annual meeting of the Red Cedar Shingle Bureau. At left, above, R. N. Miller, new president of the shake organization, gets a warm hand-shake from W. H. McLallen, who was re-elected president of the bureau. In center, W. W. (Bill) Woodbridge, manager of the Red Cedar Shingle Bureau, beams approval of the industry cooperation. At the meetings it was announced that (1) cedar shakes consumed one-fourth of the 1951 output of the cedar shingle industry, and (2) the use of pre-stained processed cedar shakes for new residential sidewalls has quadrupled in the four years the association has been promoting this wood product nationally.



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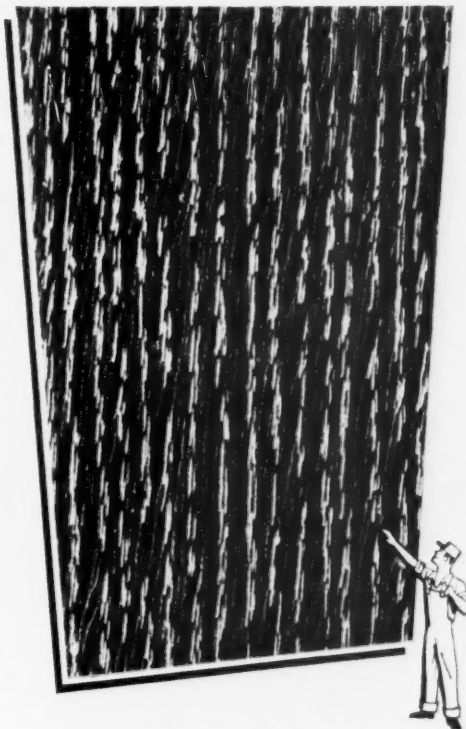
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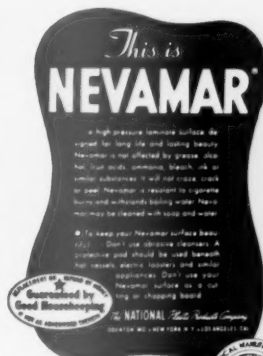
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# NEWS of the INDUSTRY

## More House Remodeling and Repairs Seen as Offset for New Start Slump

MORE RESIDENTIAL remodeling and modernization during 1952 will help offset the decline in homebuilding made necessary by metal shortages and credit controls, it was predicted recently by Harold R. Berlin, general manager of the Building Products Division of the Johns-Manville Corporation.

"New factory construction, in spite of the unprecedented boom in 1951, will still be going strong in 1952 partly because of heavy government expenditures for atomic energy and other installations. Though present plans call for enormous expenditures in this class, the scarcity of metals, particularly structural steel, will make it difficult to carry out all plans.

"It is commercial and recreational construction which will feel the brunt of metal scarcity most severely in 1952. There will be few new office skyscrapers started during the year, but those under construction will be finished.

"Expansion of public utilities has been tremendous in the post-war capital boom and the demand for electric power still seems insatiable. Close to \$4 billions was spent on all types of utility construction last year and, in spite of metal scarcities, 1952 construction in this class will be strong.

"Another class that will maintain a high level of volume in 1952 is educational construction. The approximately \$1.5 billion spent in 1951 may be cut back slightly but the flood of children into grade schools is of such proportions that very few building programs are being reduced in this construction class.

"Thus we have a rough idea of what will happen in most construction classes in 1952. Residential volume, however, remains the unknown quantity at the beginning of 1952 as it did at the beginning of 1951.

"The main reason for this is the conflict of views, often vehemently expressed, in the economic planning agencies in Washington.

"But governmental agencies will not, by any means, be the sole factors to determine 1952 homebuilding volume. Grass-root pressures and forces may be too strong for government to handle especially in an election year.

"The demand for new homes now is not as great as right after the war because millions of families have been housed and rehoused in the last six years. However, great numbers of American people are continuing to move, and it is from this source that irresistible pressure for home construction develops most rapidly.

"Nothing has occurred since the Korean War began remotely approaching the enormous mass migration which took place during World War II when about 20 million people pulled up stakes and decided to live elsewhere. Nevertheless, great numbers of people have piled into towns and cities at or near new defense construction sites and factories, and will continue to do so provided they can find housing.

"Defense installations can't be manned unless adequate housing is built. Only private enterprise, not government, has ever been able to perform that job with speed and efficiency.

"In addition to this pressure for housing for defense workers, there is another and even greater migration of people that has been gathering force for a generation and shows no sign of diminishing. That is the migration to the suburbs—a movement so fundamental in this automobile age that it can not be halted.

"Thus, the need for new homes continues all over the country in this decade when population right now is growing at the rate of 2½ million per year."



### HEADS MILITARY HOUSING

THOMAS P. COOGAN, above, immediate past-president of the National Association of Home Builders and a veteran Miami, Fla., homebuilder, has been appointed by Defense Secretary Lovett as director of the Armed Forces Housing Agency and assistant to Lovett.

Coogan's task is said to be enormous, because he must develop:

1. Policies for the provision and administration of all military family housing, both at home and overseas.
2. Policies governing government-financed or subsidized housing.
3. Eligibility and occupancy criteria for military family housing.
4. Procedures for fixing rental rates.
5. Uniform design and standards.
6. Standardization of construction practices.
7. Maximum and minimum space requirements.
8. Practicable cost criteria.
9. Selection and provision of temporary housing.

And, "in addition to his other duties," as they say in the services, he is the principal adviser to Lovett on all defense housing matters. One of Coogan's most urgent problems will be getting more military housing started under the Wherry Act program.

JANUARY 2-31  
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## National Gypsum Makes Major Personnel Shifts

To strengthen its sales organization and improve its services to dealers and other customers, the National Gypsum Company has announced the opening of a new Jacksonville, Fla., district office and major personnel changes.

Opening of the Jacksonville district office was announced by William H. Pulley, Southeastern division manager, who recently relinquished management of the Atlanta local district office to G. V. Arnold so he would be able "to devote my time to developing long-range plans to better serve our dealers in this area."

Sales manager for the new Jacksonville district is F. E. Rembert, formerly assistant manager of Atlanta district sales. Assistant sales manager in Florida will be Melvin H. Baker, Jr., formerly Tampa territorial salesman.

National Gypsum Company has made General Sales Manager John W. Brown the top sales executive, who will report directly to President Lewis R. Sanderson. Brown now is in charge of all dealer sales. Wade W. Hildinger has been named assistant general sales manager, a new position.

Vice-President Dean D. Crandell, previously in charge of general sales, now will devote his efforts to export, industrial, and contract sales and also to development of more products and wider markets. He has relieved Vice-President John C. Best of all sales duties, leaving Best free for making development studies for top management.

David G. Stenberg continues as general commodity manager for National Gypsum, handling routine day-to-day operations.

## New Metal Fabricating Plant for Memphis Area

The Southern States Iron Roofing Company plans to put into production by March 1 a new metal fabricating plant in Memphis, Tenn. It will fabricate a general line of sheet metal products, including aluminum and steel roofing and accessories, steel fence posts, metal chimneys, buildings.

The new Ssirco operations in Memphis will be located in the plant of General Dry Batteries, Inc., from which 60,000 square feet of factory space has been

leased. The area is being remodeled and equipped now.

The 17th plant of the Southern States Iron Roofing Company, it will be operated independently of the company's Memphis wholesale warehouse. It will employ between 250 and 700 workers, depending upon metal supply and market conditions.

## New Orleans Housing Project Gets Spotlight

Conservative old New Orleans is still agog over the sales antics of a dynamic Southern homebuilder, Hamilton Crawford. That's why he has been asked to tell the story of his "Gentilly Woods" development to the 16,000 persons expected to attend the convention of the National Association of Home Builders, January 20-24.

Crawford sold 700 houses, worth nearly \$8 million, in four weeks. This set a record for monthly home sales. The day his projected 1,423-house development first opened for public inspection, 25,000 people viewed 31 variations of his basic model houses. Seven were completely furnished.

Spectators studied contemporary styled homes situated on wide lots. The homes featured screened porches, large windows, wide overhanging roofs, ventilated roofs, more storage space, open floor plans, and several other better living features, including snack bars.

Contrary to an anticipated rush for the lowest-cost units at \$8,200—the average sale was over \$12,000. Highest-priced house displayed was \$13,000.

## Curtis Companies Buy American Plywood Firm

Purchase of the American Plywood Corporation and its subsidiary, the American Veneer Corporation, by Curtis Companies, Inc., on December 21 was announced by Curtis President George M. Curtis.

According to Curtis, this purchase augments the production facilities of this 85-year-old woodwork manufacturing firm with a line of quality flush doors, plywood, veneer, and fixtures.

Brand names of the American Plywood Corporation, which is located in New London, Wis., will be continued with the addition of Curtis as a pre-fix. Thus, they now read: Curtis New Londoner and Curtis Plyioneer.

No change in personnel is contemplated, the Curtis official explained.

In commenting on the acquisition of American Plywood Corporation, Curtis said "the corporation was acquired in order that we might more completely serve present Curtis customers. We have recognized for some time that modern architectural trends demand interior and exterior flush doors, as well as the popular panel doors, but we have not been in a position to fill our dealers' flush door requirements adequately.

"The demand has long exceeded the supply of quality flush doors, but until we could market doors which would match the high quality of other Curtis woodwork, we withheld expansion in this field.

"Another primary reason for the



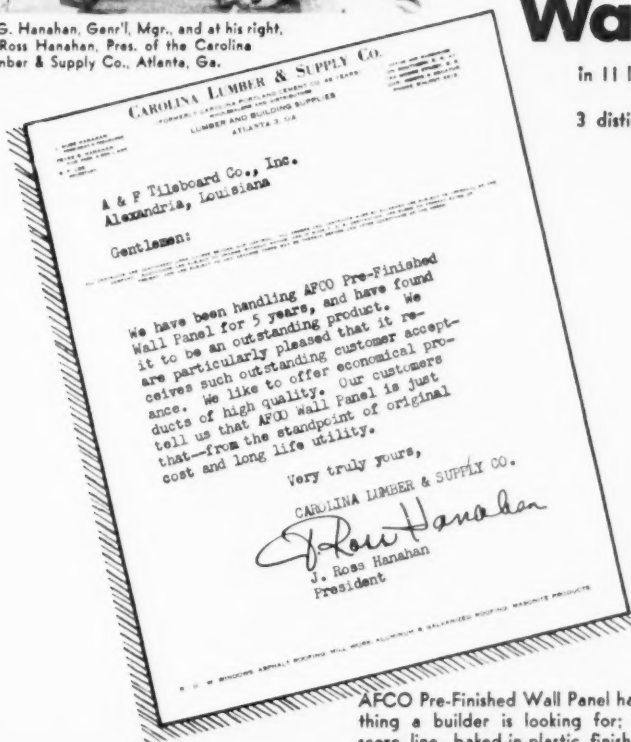
GUNNISON'S NEW LOW-PRICED FACTORY HOUSE

The Catalina—the latest model introduced by Gunnison Homes, Inc.—leads the company's 1952 line of prefabricated houses. All models range in price from \$7,000 to \$12,000. The Catalina was exhibited recently at French Lick, Ind., to 600 dealers. The L-shaped design features wide roof overhangs, simplified casement and picture windows, and other refinements. Existing models also have been improved by such changes as floor-to-ceiling window glass walls, breezeways, low-cost garage, porches, and shingled exteriors.

Here's what **CAROLINA LUMBER CO.** says



P. G. Hanahan, Gen'l. Mgr., and at his right, J. Ross Hanahan, Pres. of the Carolina Lumber & Supply Co., Atlanta, Ga.



Write for further information on AFCD Pre-Finished Wall Panel.

about



PRE-FINISHED

## Wall Panel

in 11 lustrous, durable colors . . .

3 distinctive patterns



**TIL-LITE**



**GLO-LINE**



**HI-LITE**

AFCD Pre-Finished Wall Panel has everything a builder is looking for; beveled score line, baked-in-plastic finish, choice of 11 pre-decorated colors, and a full line of mouldings and cement. (Advertising literature and mats supplied to dealer).

**A & F TILEBOARD CO., INC.**  
 ALEXANDRIA, LA.

purchase is to enlarge the scope of Curtis by entering and expanding the plywood, fixture and veneer business which has been so well handled in the past by American Plywood.

### Birmingham Is Now Gerrard's Southern Base

Transfer of the Gerrard Steel Strapping Company's Southern Division plant and offices from New Orleans, La., to Birmingham, Ala., has been announced by Harry G. Walter, president of this subsidiary of the U. S. Steel Corporation.

Gerrard's Birmingham headquarters will be in the old Pittsburgh Plate Glass Company building at Ninth Avenue and 20th Street, North. The manager is Arthur G. Hill, who served in the same capacity in New Orleans.

The transfer of Gerrard's Southern operations was prompted largely by the proximity of the Tennessee Coal, Iron and Railroad Company as an allied source of steel for high-carbon tying wire and strapping.

Sales through the new Birmingham headquarters for Gerrard's Southern Division are expected by President Walter to be increased by 68 per cent in the next 10 years.

### Winners Announced in Housing Project Contest

Five best-planned communities in the nation have been named winners in the 1951 Neighborhood Development Contest. The competition is sponsored each year by the National Association of Home Builders.

The "Award of Merit" winners this year included "Tanglewood," developed by William G. Farrington, Houston, Tex.; "Wedgewood," by Albert Balch, Seattle, Wash.; "Park Lawn," by Todd Tibbals, Columbus, Ohio; "Ben Hur Estates," by the Los Angeles Kenbo Corporation, La Canada, Calif., and "Park Forest," by American Community Builders, Chicago, Ill.

Among special honorable mentions was the "Hammond Wood" project in Wheaton, Md. It was built by Paul Burman and Paul Hammond.

Awards will be presented at the NAHB convention in Chicago, January 20-24.



### NEW TEMPLE OFFICIALS

ARTHUR TEMPLE, SR., has been succeeded as president of the Temple Lumber Company and the Southern Pine Lumber Company by the two men seen above.

W. Temple Webber, at top, is the new president of the Temple Lumber Company, retail line firm, and is executive vice-president of the Southern Pine Lumber Company, manufacturers.

Arthur Temple, Jr., below, is the new president of the Southern Pine Lumber Company and executive vice-president of the Temple firm.

Temple, 31, is an alumnus of the University of Texas and of the U. S. Navy during World War II. Since 1948 he had served as vice-president and general manager of the Southern Pine firm. Before then he had headed a Texas building firm, Arthur Temple, Jr., and Associates, which built many houses, hospitals, and schools in Texarkana, Baytown, and Lufkin.

W. Temple Webber is a graduate of Williams College in Massachusetts. He joined the Southern Pine Lumber Company in his native Texarkana in 1927, and subsequently served as salesman, general sales manager, and vice-president in charge of sales.

## PERSONNEL PARADE

**WOOD CONVERSION COMPANY:** B. Z. Routh has been named general products salesman in North and South Carolina for the sale of building products. He formerly was industrial products salesman in the Atlanta area.

**OLYMPIC STAINED PRODUCTS COMPANY:** V. C. Moss, of Lake Charles, La., is the new salesman for this firm in the states of Louisiana, Mississippi, Arkansas, Oklahoma, and Texas.

**HOUSE BEAUTIFUL:** The new building editor of this shelter magazine is Daniel Donahue MacMasters. He previously edited a Sunday supplement of the *Los Angeles Times* and wrote for other newspapers.

**UNITED LACQUER MANUFACTURING CORPORATION:** Melvin J. Henry has joined the firm as sales manager. His duties include supervising distribution, merchandising, market development, and customer service.

**MULLINS MANUFACTURING CORPORATION:** Sales Manager D. F. Rucks, Jr., has announced that M. D. Durham will head the newly-created Western sales division for Youngstown Kitchens. He formerly was zone manager in the Southern and Southwestern states. W. L. Barnett was promoted from regional manager in Texas to zone manager in New Orleans. James C. King is now zone manager in Charlotte, N. C.

**CAST IRON SOIL PIPE INSTITUTE:** New executive vice-president of this association is Homer E. Robertson. He played a prominent part in organizing the institute. He was formerly vice-president in charge of sales of the Sommerville Iron Works.

**TENNESSEE COAL, IRON AND RAILROAD COMPANY:** After 40 years of service with this Birmingham, Ala., firm, Ernest D. LeMay retired January 1. For the last 15 years he had been public relations director. His successor is John L. Mortimer, who previously directed public relations for United States Steel in the Gulf-Southwest district.

**PITTSBURGH PLATE GLASS COMPANY:** George B. Motheral has been advanced from assistant





*Irwin Caplan*

IRWIN CAPLAN  
FAMOUS COLLIER'S CARTOONIST

*"The boys passed you up, Mayor ...  
Lucky I remembered ...*

**EVERYTHING HINGES ON HAGER!\***

C. Hager & Sons Hinge Mfg. Co. • St. Louis, Mo.  
Founded 1849—Every Hager Hinge Swings on 100 Years of Experience



to the managership of glass advertising and sales promotion. He replaced Richard W. Dittmer, who was assigned broader responsibilities in the Public Relations Department by Director Guy Berghoff.

**AMERICAN ASPHALT ROOF CORPORATION:** A former manufacturers' agent, David B. Singleton is the new sales representative in the Houston area. He was appointed by Sales Manager Jack Flood to succeed Harry Lobsiger, who now is assistant sales manager at this firm's Fort Worth plant.

**WESTINGHOUSE ELECTRIC CORPORATION:** Robert M. Oliver is the new merchandising counselor for the Electric Appliance Division. Succeeding the late Vernon E. (Sam) Vining, Oliver is a veteran appliance promoter. He was with the company from 1936 to 1940. Since then he has been connected with the Proctor Company and Landers, Frary and Clark.

**NATIONAL GYPSUM COMPANY:** Frank D. Davis is the new public relations manager for this Buffalo, N. Y., firm. He succeeded David A. White, Jr., who now is on active duty with the U. S. Air Force. Davis had been public relations director for Davis and Elkins College in West Virginia. \* \* \* Jack Kelly is now sales manager of lime and limestone products for the National Gypsum Company. He formerly was industrial sales representative in Philadelphia. \* \* \* Tom C. Miller has joined the firm as executive sales engineer in the industrial division. He has had 20 years' experience with lime and portland cement.

**ARMSTRONG CORK COMPANY:** Max Banzhaf has been appointed director of advertising and promotion by President C. J. Backstrand. He succeeded E. Cameron Hawley, who resigned January 1 to devote himself to writing and the operation of his Lancaster county farm. Banzhaf joined Armstrong in 1938 as a salesman. Since 1944 he has headed the building materials section of Armstrong's advertising and promotion department.

**DETROIT STEEL PRODUCTS COMPANY:** Robert F. Fite is the new Dallas, Tex., district sales representative for the Strand Garage Door Division of this firm. Fite previously had been a salesman for the Hall Wholesale Company, and GM's United Motor Service.



## DIFFERENCE DOUBLE-GLAZING MAKES

The difference made by double-glazing of picture windows in modern home construction is clearly shown in the photograph above. Taken in a new Duluth, Minn., home last winter during 14-degrees-below-freezing weather outside, this picture reveals no fogging or condensation on the two-pane insulated window in front of the sad hound. The lower surface of the single pane at right has caused both freezing and condensation. Photo courtesy of the Pittsburgh Plate Glass Company, which makes such units by hermetically sealing the air space between two panes of plate glass.

## Southwest Research Announces New Products

Several new paint products have been developed as a result of research projects of the Southwest Research Institute, a non-profit organization.

A porcelain-like enamel is especially useful in outdoor installations where the atmosphere has a high concentration of corrosive materials. It is said to resist weather, chipping, abrasion, mechanical abuse, salt spray, alcohols, and acid solutions.

Suitable for interior or exterior use, a new anti-rust paint can be applied over rusty surfaces without brushing, sandblasting, or scraping. It is made in black, aluminum, and clear colors for brush or spray application.

A new slate-like write-on paint is brushed or sprayed to wood, slate, metal and other surfaces, to leave a non-glaring green surface that takes chalk writing.

A new rust-preventing metal primer is said to dissolve and prevent rust. It has an expansion coefficient similar to that of metal to prevent cracking and blistering.

Besides these finishing products, a new plastic tubing has been developed for severe service conditions. It has high dielectric values and resistance to acids, alkalis, gasoline, and tropical exposure.

Information on any of these new products can be obtained from the Southwest Research Institute, 8500 Culebra Road, San Antonio, Tex.

## Weyerhaeuser Revises 'Specs' for Home Plans

To help dealers who subscribe to its 4-Square Home Building Service sell more lumber from their normally stocked items, the Weyerhaeuser Sales Company is revising the specifications for its January '52 Weyerhaeuser Home-of-the-Month and all designs released hereafter.

The new specifications provide for a choice of species and grades in construction lumber and trim. A simple, self-explanatory system is used to permit dealers to check-mark the species chosen for each lumber item. The proper grades for each species are designated.

Items covered in this manner in the Specification Sheet will include girder posts, girders, joists, studs and plates, rafters, sub-flooring, sheathing, exterior wall covering, exterior trim, finished floors, and interior trim.

Weyerhaeuser officials explain that this new type of specification has been adopted for the sole purpose of making even more profitable the consistent use by each dealer of the 4-Square Home Building Service as a selling tool.



## GPX GETS THE BUSINESS!

Testing labs gave GPX plastic-faced plywood the "business" to prove it's a business-getter for you! This revolutionary modern miracle material is already a "best seller" for rugged jobs in industry, construction and on the farm. Countless new uses for GPX have been discovered . . . uses that will keep your customers calling for GPX, assure you of rapid turnover, bigger profits!

Georgia-Pacific's armor-hard, satin-smooth GPX is made from top-grade exterior Douglas Fir Plywood with solid cores, bonded and surfaced with phenolic resin adhesive. Result: a silky-smooth, hard surface, offering great resistance to abrasion and water absorption; withstands organic solvents, oils, vermin, mold and stains.

GPX comes in four grades:

1. GPX General Use
2. GPX Painting Grade, White (Interior)
3. GPX Painting Grade, Brown (Exterior)
4. GPX Concrete Form

Get in touch with your Georgia-Pacific warehouse today . . . get the full GPX story. GPX is a quality product of the Georgia-Pacific Plywood Company.

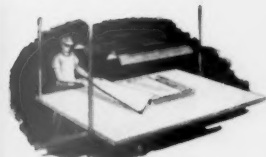


**GEORGIA-PACIFIC**  
PLYWOOD COMPANY

Southern Finance Building, Augusta, Ga.



DOUGLAS FIR PLYWOOD • HARDWOOD PLYWOOD • GPX • SOUTHERN & WESTERN LUMBER • DOORS



### GPX GENERAL USE

Your customers will find hundreds of uses for natural-grained GPX . . . siding and paneling for homes, foundry match plates, assembly line tables, partitions, industrial counters, cabinets, shelves, outdoor furniture, and cupboards are but a few applications of versatile GPX. Large, lightweight GPX panels are easy to handle and fabricate—no special tools needed.



### GPX INTERIOR PAINTING GRADE (WHITE)

This versatile GPX grade provides a smooth, uniform, check-free surface for painting—one coat of enamel usually covers! GPX, used for cabinets, cupboard doors and interior walls in countless housing projects, cuts finishing and maintenance costs.



### GPX EXTERIOR PAINTING GRADE (BROWN)

Economical GPX is used for siding by a leading prefabricated housing manufacturer who reports GPX withstands weather extremes without grain-raise or splitting; paint covers smoothly, lasts 50% longer. Tell your customers that GPX is used for building soffits, blinds, shutters and outdoor signs—wherever rugged, smooth painting surface is desired.



### GPX CONCRETE FORM

Your contractor-customers should know about the tremendous cost-cutting, labor-saving job GPX is doing in poured-concrete construction. The new Lipton Tea building in Texas, an outstanding example of monolithic construction, used GPX exclusively. In this and hundreds of other applications, ceilings and walls "set" so smoothly that in most cases finishing costs are cut in half. GPX forms can be re-used dozens of times . . . and still be serviceable for other jobs.

## SBCC Opposes U. S. Building Code

At their annual meeting recently in Mobile, Ala., officials of the Southern Building Code Congress resolved that "if a national building code is imposed by the Federal Government, it 'would be productive of nothing but confusion.'"

In a resolution adopted at its closing session, the Dixie organization of building officials pointed out that "reports persist that the Housing and Home Finance Agency . . . has undertaken the promulgation of a national building code."

"The South has made a progressive step forward in the modernization of building conditions through the formation of the Southern Building Code Congress, which has produced, through the efforts of its architects, engineers, and building officials, the Southern Standard Building Code, a leading code in the nation, thus putting the South in the vanguard of reform in building techniques. . . . Although it is not mandatory for member cities to adopt it, most cities use it (the Southern Standard building Code) as a basis for their regulations."

The SBCC resolution described the code as an "up-to-date, living document . . . that reflects the customs and practices of the South, having due regard for problems attendant upon climatic conditions peculiar only to the South."

Chester Crossfield, of Nashville, Tenn., was re-elected president of the Southern Building Code Congress for a second term. He and these municipal officials were re-elected members of the board of trustees: J. W. Morgan, Birmingham; Carl Wetherell, Daytona Beach; Lloyd Clarkson, Corpus Christi, and Soule Butler, Alexandria, La. M. L. Clement continues as director in Birmingham.

### Plenty of Lumber Colonels on Governor White's Staff

The lumber industry is well represented on the staff of Mississippi's (for second time) Governor Hugh L. White, reports E. B. Lemmons, Mississippi Retail Lumber Dealers Association secretary-treasurer.

More than 20 lumbermen—both manufacturers and retailers—are colonels on the staff of Governor White, who is well known and prosperous because of his lumber



"MR. HYSTER" IN DIXIE

Jack Cairns, above, is the new Southeastern district manager for Hyster Company, manufacturers of material handling equipment. With headquarters in Brookhaven, Ga., his territory will include parts of Florida, Alabama, Georgia, and North Carolina. Before joining Hyster, which he has served as an administrative assistant in the Portland, Ore., general offices and as salesman in Los Angeles, Cairns was with the John Deere Tractor Company in Iowa. He is a World War II artillery veteran.

activities. (He recently sold the White's Lumber Yard in Meridian.)

Among the lumber colonels on the Mississippi chief executive's staff are Jimmie Robinson, Cleveland; Leslie E. Mabius, Ackerman; H. M. Stevens, West Point; C. E. Klumb, Crystal Springs; Walter Clinton, Petal; B. E. Green, Leaf; Fred Moran, Ocean Springs; R. B. Vaughn, Biloxi; Bill Avery, Jackson; S. E. Moreton, Jr., Brookhaven; Homer Turner and Tom DeWeese, Philadelphia; W. D. Myers, Deemer; L. O. Crosby, Jr., Picayune; Price Paschall, Brandon; A. B. Farris and M. L. Stewart, Morton; D. L. Frank, and Charles Fair, Louisville; and A. S. Gilbert, Jr., Yazoo City.

### Football Fans Cheer Ludman

The Ludman Corporation, Miami, Fla., manufacturers of Auto-

Lok windows, managed to get a few cheers for its product along with those for the Orange Bowl football teams recently.

Dick Stern, public relations director, took advantage of the great rivalry between Baylor University and Georgia Tech at the Orange Bowl game.

Stern had 65,000 megaphones printed with colors of both schools—plus "Compliments of Ludman Corporation, Miami—World Famous for Auto-Lok Awning Windows and Window-Tite Glass Jalousie."

### Bruning Bros. Add Mohrhussen to Head Expansion in Dixie

Bruning Brothers, Inc., makers of a line of paint and varnish products, have announced plans for a new paint plant to be located in the gulf area. As a forerunner to this step, a new warehouse and office have been opened in New Orleans, La.

In connection with this expansion, Arthur M. Mohrhussen is now vice-president of the company. Previously merchandising director of the Rahr Color Clinic, he also has held executive positions with other prominent paint manufacturers.

Mohrhussen's office currently is in the International Trade Mart in New Orleans.

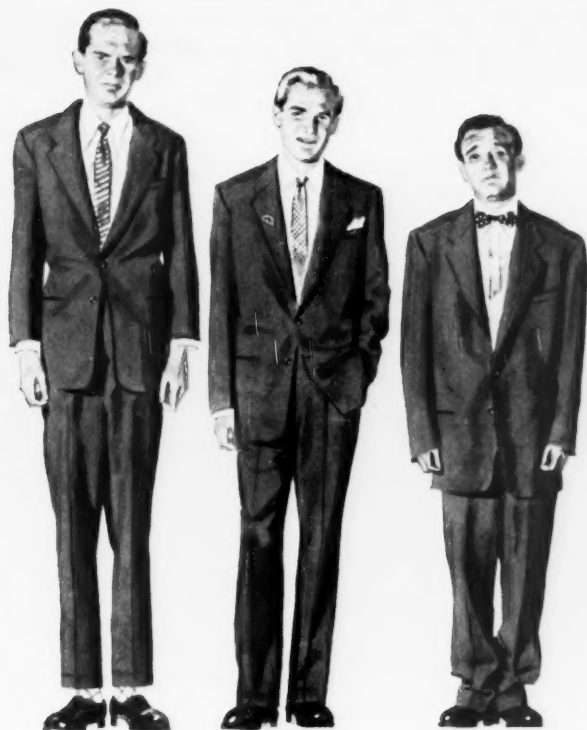
### Metal Lath Association Announces Thin Plaster Wall

The Metal Lath Manufacturers Association recently announced the development of a 2½-inch solid plaster partition. This is said to be the thinnest and lightest non-bearing wall yet devised to resist transmission of heat and passage of flame and smoke for two hours.

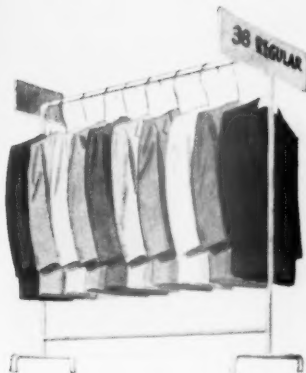
The Perlite Institute and the MLMA jointly sponsored the testing of the wall by the Underwriters Laboratories, Inc.

The wall is of solid gypsum plaster mixed with lightweight, insulating perlite aggregate. It is applied on both sides of a reinforcing base of expanded metal lath on ¾-inch channel studs to a 2½-inch thickness.

This partition also is said to cost less than any other wall offering the same quality and fire protection.



if all suits  
were 38 regular



Impossible situation? No, it's just the problem cement users face when using air entrained concrete.

All air entraining cements are standardized by Federal and A.S.T.M. specifications. For many jobs these cements are adequate. They produce a concrete with all the excellent qualities resulting from properly entrained air.

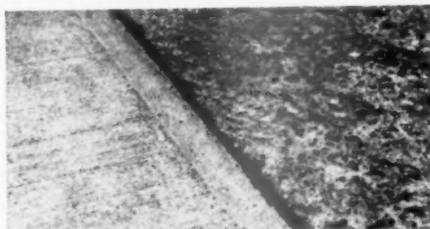
But air entraining cements lack the versatility to be a "cure-all." The local materials used, and the requirements of the locality and the job, are variables that may result in concrete being unsatisfactory when made with standardized air entraining cement.

To avoid a situation like this we recommend the following procedure: Use regular portland cement and add any readily available air entraining agent in the quantity necessary to meet the requirements of your particular job. It's like having your suit tailor made, and it's simple to do.

Always be sure an air entraining cement will do the job. If so, remember you can't buy a better one than Marquette Air Entraining Cement.

★ ★ ★

If you have any problems or questions on the use and mixing of air entrained concrete, the Marquette Service Engineer will be glad to help and advise you—contact any Marquette office.



Correct air entrainment means a successful job (see slab on left). Too little or too much can be as disastrous as none at all (see slab on right).



## Marquette Cement Manufacturing Company

SALES OFFICES: Chicago • St. Louis • Memphis • Jackson, Miss. • PLANTS: Oglesby, Ill.  
Des Moines, Ia. • Cape Girardeau, Mo. • Nashville, Tenn. • Cowan, Tenn. • Brandon, Miss.

*Portland • High Early Strength • Air Entraining • Masonry*



## New Light Aggregate Plays Heavy Role

A NEW lightweight material is now playing a heavy role in the Southern construction field.

Solite, a controlled lightweight aggregate quarried and manufactured in Virginia, is finding increasing use in the construction of homes and buildings in Virginia, North and South Carolina, West Virginia, and the District of Columbia area. It is used in the place of more familiar heavier aggregates to make lightweight structural concrete and masonry units.

Quarrying of this product was started on a large scale in the South about four years ago.

After combing several states for the best location to obtain shaly-slate, the weathered or near-the-surface section of slate deposits, the Southern Lightweight Aggregate Corporation started quarry-



Masonry units of a new controlled lightweight aggregate, called Solite, were used to form the interior of the bus terminal in Danville, Va. This aggregate also is used to make a lightweight, fire-resistant concrete. It has been used in the construction of homes and public buildings in many Southern states.

### Lightweight Aggregate Plant Needed in Florida

The Pinellas County Light Industry Council, 211 County Building, St. Petersburg, Fla., is seeking enterprisers to establish a local lightweight clay aggregate industry to serve the enormous concrete products market of the county and adjacent areas.

Concrete units are practically the only masonry used in Florida. Some plants making lightweight panel-wall units have been established, but heavy sand and lime-rock block predominate. These latter materials are available within the state, but expanded slag and other lightweight aggregates must be shipped in from Alabama, North Carolina and other distant points.

The University of Florida's Engineering and Industrial Experiment Station has issued a comprehensive report on experiments indicating the practicality of manufacturing lightweight or bloated clay aggregates in the state.

With many Florida clay deposits available, the study reported that a \$200,000 investment in a continuous sintering plant would produce 185 cubic yards of aggregate per 24 hours at \$3.60 a cubic yard. A \$350,000 plant would produce 600 cubic yards at \$2.90 a yard.

ing operations in Buckingham county in Virginia.

The shaly-slate material is blasted by dynamite near the surface of the hilly terrain and then run through primary and secondary crushers until it is reduced to a desired size. It then goes to constantly revolving kilns fired to a temperature of 2,500 degrees F., where it is expansively burned until it forms masses of tiny cells with vitrified partitions.

The resulting masses are allowed to cool normally, producing a thoroughly annealed product without quenching. The cellular masses are crushed and screened to size—the finished Solite lightweight aggregate.

Masonry units made with this aggregate have been found by tests to be strong, durable, easy to handle, leaving no rust spots or stains. Fire-resistant, they hold nails without chipping, absorb sound, and provide insulation from heat and cold.

These units have been used for such large construction projects as the interior walls of the Union Envelope Company plant, the Westminster Presbyterian Church, and St. Paul's Catholic Church, all in Richmond; and the coliseum of North Carolina State College in Raleigh.

Because of its light weight, inertness, and superior strength, this aggregate is being used in structural concrete where reduction of the dead load, insulation, and refractory concrete are of primary importance.

This lighter concrete is especial-

ly adaptable for increasing the number of floors of a building and increasing the size of floor panels. It decreases the cost of supporting trusses, columns, footings, and other substructure. It is said not to contain properties that would contribute to disintegration of reinforcing steel or conduits within the mass.

This concrete was used for the new roof of the United States Capitol in Washington.

### Colorful New Booklets Help Sell More Plywood

Seven 10-cent booklets covering a variety of uses of Malarkey plywoods are available for use by customers, retail dealers, architects, and builders, from the M. and M. Woodworking Company, Portland 17, Ore.

Each booklet shows the plywoods that can be used for various places in the pictured room. Six of the folders are in full color.

The kitchen folder shows matching walls and cabinets of plywood, with details for building the cabinets and sketched layouts of the room. It suggests 16 step- and bend-saving ideas.

The game-room folder includes sketched details for building a ping-pong table and other furniture.

Other pamphlets cover a traditional living room, master bedroom, girls' bedroom, rendezvous room, and closets of all types. Each folder lists a bill of materials needed.

## POST & TIME HELP BUILD DEMAND FOR RUBEROID BRAND IN '52 AD PROGRAM

### 67,871,833 Advertising Impressions

16 national magazines will carry Ruberoid sales messages to over 15 million customers and prospects all through 1952! Time, Good Housekeeping, and a new addition, The Saturday Evening Post, will continue the Ruberoid consumer campaign. Your farm market will be thoroughly covered by Farm Journal, Progressive Farmer, Successful Farming, and Capper's Farmer.

High spot in early Spring will be a beautiful full-page, four-color ad in The Saturday Evening Post, featuring Color-Grained Siding in a beautiful setting bound to stimulate interest and create more siding business for you. That ad alone will reach more than 4 million families in the Post and it will reach another 2,800,000 families in Good Housekeeping.

But we will not stop there. You will get a poster-sized blow-up of

this ad in full color for window or store display use, to help you cash in on this powerful sales-building program. See your Ruberoid salesman for other point-of-sale tie-in material and product displays.

You're heading into a big year again this year and Ruberoid's campaign will help you capitalize on today's conditions. Although new residential construction may be curtailed somewhat by restrictions, the re-siding and remodeling market will be more active than ever before to take care of the 26 million homes that are over 30 years old.

Ruberoid advertising is designed to accelerate the rapidly growing demand for colorful, economical, durable, and non-critical asbestos siding and other Ruberoid asphalt and asbestos products. By tying in now with this big '52 campaign, you can assure yourself of bigger profits and more business in the future.



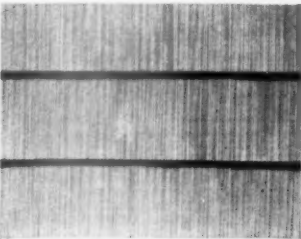
Here are the top magazines on Ruberoid's schedule that will help do a powerful sales-stimulating job for you and Ruberoid products.

### Color-Grained, Sensation In Siding Market

Ruberoid's new Color-Grained Asbestos-Cement Siding is really "ringing the bell." Builders are switching to it after just one good look. Home owners are welcoming the rich color-styled shades.

Color-Grained Siding is not just an assortment of new colors. It is an entirely new process of integrating two-tone color shades and texturing to produce an overall result of highlight and shadow harmony. Many months of pioneering research were required to work out this unprecedented advance in sidewall beauty. The aim was to give warm personality and "decorator-styled" charm to home exteriors. To accomplish this, the creative abilities of a famous color consultant were combined with the extensive facilities of Ruberoid's research laboratories. The result: four exciting color blends...Rustic Brown, Birch Gray, Moss Green, and Mission Ivory.

The asbestos siding business has become an increasingly important volume and profit factor with building supply dealers. The introduction of Color-Grained Siding will, without question, enable you to increase your share of the market... for both re-siding and new construction.



Ruberoid brings Color-Grained Sidewalls to color-conscious America with this revolutionary siding.

# ASSOCIATION ACTIVITIES

## Southwestern Meet Features 160 Exhibits

Approximately 160 firms will exhibit their materials and services to persons attending the 65th annual convention of the Southwestern Lumbermen's Association at the Municipal Auditorium in Kansas City, Mo., January 23-25, according to John F. Miller, assistant secretary of the dealer organization.

The program of business sessions and the social events will top those of previous record-setting conventions for the Missouri, Kansas, Arkansas, and Oklahoma dealers, Miller asserted.

Following registration Wednesday morning, the convention will open with a presidential address by C. D. Burkholder, of McPherson, Kans. "Taxes, Yesterday, Today and Tomorrow," a speech by Garner M. Lester, official of the National Tax Equality Association, will follow. A talk by U. S. Representative O. K. Armstrong, of Springfield, Mo., will conclude the morning session.

"Creative Sales Management," "Business and Politics," and "Maintaining Volume in a Competitive Market" will be the topics of addresses Thursday morning. Harold J. Row, promotion and sales training manager for the Armstrong Cork Company, will discuss sales management. Don A. Campbell, Kentucky dealer and association executive, will cover "Business and Politics." Volume maintenance will be analyzed by Art Hood, editor of *American Lumberman*.

**Friday morning** speakers will be Dave Livingston and Dr. Allen Stockdale. Livingston, booked as "America's funniest farmer" from Washington, Iowa, will orate on "People, Politics and Profits." Dr. Stockdale, spokesman for the National Association of Manufacturers, will discuss "The Human Side of Business."

On the social calendar will be the past-president's reception and dinner, with Louie Freeman, Oklahoma's rural philosopher, as speaker; A Hoo-Hoo concatenation and stag dinner; ladies' dinner and entertainment, featuring a local "Dr. I. Q." with silver dollars; the 25th anniversary tea of the South-

western Auxiliary Ladies; president's reception, and the annual gala banquet, floor show, and dance.

## Dealer Insurance Programs Complete Successful Year

Robert O. Brownlee, executive director of the Tennessee Building Material Association, recently announced a cash dividend and extra benefit for members participating in the group insurance plan.

Although the claim ratio was comparatively high during the second year of this insurance, a cash dividend of about seven percent of premiums was paid. The extra benefit was a poliomyelitis expense benefit that pays up to \$1,500 for each employee and dependent insured. It became effective January 1.

Between December 20, 1950, and November 7, 1951, the insurance program of the Mississippi Retail Lumber Dealers Association paid out 109 claims totaling \$23,042.58.

Of the 69 firms enrolled in the plan, 40 have made claims during the year. The 109 claims paid averaged 2.7 claims per contributing member.

## Expands Hardware Courses

To further improve its customer service program, the Yale and Towne Manufacturing Company this year will expand its correspondence courses to train a greater number of "junior contract hardware consultants" for wholesale distributors and retail dealers throughout the nation, according to Charles Amann, general sales manager of the Stamford Division.

During 1952, Yale and Towne will appeal to a greater number of contract builders hardware men from retail firms to take the course, he said.

An additional feature of the firm's expanded program in this field, Amann announced, is the Stamford Division's revised product listing. Now being distributed to dealers, it shows how the production of builders locks and other contract hardware has been adjusted to the CMP restrictions of critical metals.

## Mississippians to Hear Top-Flight Speakers

Dealers and suppliers who attend the annual convention of the Mississippi Retail Lumber Dealers Association at the Buena Vista Hotel in Biloxi February 18 and 19 will hear several top-flight speakers and industry leaders.

Among them will be Dr. J. L. Brakefield, public relations director of the Liberty Life Insurance Company, Birmingham, Ala., and exponent of free enterprise and the American Way; Jimmie Arrington, of Collins, Miss., newspaper editor, mayor, and humorist; Don A. Campbell, Lebanon, Ky., dealer, mayor, and executive vice-president of the Kentucky Retail Lumber Dealers Association, and Ed Libbey, secretary of the National Retail Lumber Dealers Association, Washington, D. C.

Timely moving pictures entitled "All through the House" and "According to Plan" will be shown through the courtesy of the Insulation Board Institute and the Asbestos Cement Products Association.

The Jackson Sash and Door Company and Allen Building Supplies jointly will be hosts on the Deck of the hotel Monday evening for the social hour and buffet supper.

Secretary-Treasurer Ted Lemmons promises that other features will be added to the business program and that the exhibits will be "the best yet!"

## Many Dealers Entering Public Relations Contest

The cooperation of dealers in civic programs and projects is most prominent among the early entries in its 1952 Public Relations Contest, according to the National Retail Lumber Dealers Association.

Official rules and entry blanks for the contest are available from the federated associations to their members. The deadline for submitting entries is April 1, 1952.

Because elaborate presentations will not be necessary, every dealer, large or small, has a good chance for winning recognition of his public relations efforts. NRLDA points out.

# Next time you can **DOUBLE YOUR PROFITS** with **ZONOLITE\*** Vermiculite Aggregates!



## Here's How to Make 2 Profits Instead of 1!

It's easy when you use this "Add-a-Sale" Plan! Next time you make a sale of cement or plaster, find out how it's going to be used, then suggest using lightweight Zonolite vermiculite Aggregate with it. You'll be surprised at the number of times that suggestion alone makes the additional sale.

It pays to make that extra sale, too, even if you stock sand and gravel. You not only make a larger profit, but it also costs considerably less in labor, time and money to store and handle Zonolite. A bag of Zonolite Aggregate weighs only about 32 lbs.—yet it replaces 400 lbs. of sand. And there's no shoveling, no tugging, no special equipment needed in handling Zonolite Aggregates.

## YOUR CUSTOMERS WILL THANK YOU FOR SUGGESTING ZONOLITE

Plasterers and contractors like Zonolite Aggregates because they weigh so much less and handle so easily. And Zonolite ends the frozen sand pile problem. Leftovers can be moved to the next job. Concrete and plaster made with Zonolite mean bonus sales for you.

● Mail the coupon below for Free Booklet and full details on Zonolite Aggregates, with samples of latest selling helps.

## Contractors Hail Zonolite Aggregates!



**Plastering Contractor Gets Better Coverage with Zonolite**

Harry A. Wilson of Delavan, Illinois,

has been a plasterer for 32 years. Wilson states he definitely prefers Zonolite to other lightweight aggregates because Zonolite vermiculite Aggregate gives better coverage, and is cleaner and more uniform.

He says he also prefers Zonolite to sand for four good reasons: Zonolite is 1) easier to work, 2) saves weight, 3) saves time and 4) has good public acceptance.

**General Contractor Increases Production in All Weather with Zonolite Plaster**

Consistent user, William

J. Stetzler of A. Stetzler & Sons, Morton and Peoria, Illinois, praises Zonolite vermiculite Plaster Aggregate.

Mr. Stetzler says he prefers Zonolite Plaster Aggregate because it: 1) adds insulation value, 2) achieves finer results in large rooms, and 3) increases his production, especially in bad weather... and thus has increased his volume of work and his resulting profits.



## ZONOLITE COMPANY

Dept. SB5-12

135 S. LaSalle Street  
Chicago 3, Illinois

### ZONOLITE COMPANY, DEPT. SB5-12

135 S. LaSalle St., Chicago 3, Ill.

Count me in on your "Add-a-Sale" Plan. Please rush FREE BOOKLET AD-2 that tells how my customers can use Zonolite.

Name.....

Address.....

City.....State.....

\*Zonolite is a registered Trade-Mark of Zonolite Co.

## OKLAHOMA DEALERS MAP FULL PROGRAM FOR NEW YEAR

THIRTY officers, directors, and counselors of the Oklahoma Lumbermen's Association met in Oklahoma City, December 13, to plan their group's program for the year. As a motto, they coined "Promote 2 in '52—Diversification-Flexibility . . . in the Retail Lumber Business."

In his opening remarks, new

President R. A. Parker commented that "we have sold ourselves on the need for our association. Now let's turn our efforts to selling the public on the local lumber yard as a good place to have one's building and repair problems solved."

A statement enlarging on the motto for the year compared the

lumber yard to a football team. It stated:

"Let's all diversify our business approaches with many different plays—should one fail to click, let's be able to call another. Let's be flexible enough in our merchandising that our team personnel can play on a muddy field, dry field, a hot or cold day . . ."

The group listed these specific activities for the year's program: OLA's reports on government orders. Farm building program. Industrial program. Traffic service. Group insurance. News bulletin. Legal information. Employment service. Youth program. Direct information service. Fourth lumbermen's course at Oklahoma A and M. Thirty-day lumbermen's school. Short course on selling to the farm market. Farm Building Day. Sixteen district meetings. Federal and state legislative program. Home-of-the-Month plan service. Farm plan service. Monthly tax calendar. Fifth annual convention.

### Short Course Delayed

The beginning of the seventh 30-day training course for building-material personnel at the Georgia Institute of Technology in Atlanta was postponed from January to February 18. Dealers should enroll their employees through their state dealer association.

The total costs, for tuition, textbooks, room and board, come to about \$220 for this month of intensive practical training.

### CONVENTION CALENDAR

**KENTUCKY** Retail Lumber Dealers Association. January 14-16. Brown Hotel, Louisville. Exhibits.

**NATIONAL** Association of Home Builders. January 20-24. Stevens and Congress Hotels, Chicago, Ill. Exhibits.

**SOUTHWESTERN** Lumber-

## The ONE for your Job

## One-der metal door frame

- Solid welded miters
- Double stud anchor clips
- Rat sill knee • Brass strike • Prime coated all sides at factory

*Installed Easily, Rapidly  
and at Lower Cost*

One-der Frames work readily with all conventional forms of construction. There is no job-site assembly, no pieces to put together, no finish carpenter labor. Whatever your job, you will profit by using One-der Frames.

**See it — and the One-der Window Frame  
in Chicago**

NAHB Convention, Jan. 20 to 24. Booth 48 in the Conrad Hilton (Stevens) Hotel.

Prompt Delivery anywhere in the U. S.

**ONE-DER FRAME**  
Corporation



Write for full  
information

2109 Third Ave., North

Birmingham 3, Ala.



# Didya **KNOW THIS** about these **WIZARDS WITH WOOD**

... that every month hundreds of people are answering our enlarged campaign of ads in 27 publications<sup>1</sup> for Weldwood Glue, Firzite and Satinlac ... and that we turn these inquiry-leads over to our registered dealers ... Are you one? If you're not yet registered, drop us a postcard.

**UNITED STATES PLYWOOD CORPORATION**  
Dept. 370, 55 West 44th Street • New York 18, N. Y.

America's Largest Selling Wood Glue

## **WELDWOOD** PLASTIC RESIN **GLUE**



For making things or fixing things, recommend Weldwood Glue — for all wood-to-wood bonds. Makes joints stronger than the wood itself. Mixes easily with water. Stain-free, rot-proof, highly water-resistant! A fast selling item to hobbyists, home owners, contractors, carpenters! In self-selling display cartons! 10c, 15c, 35c, 65c, 95c and larger sizes.

Tame that wild grain with

## **FIRZITE**\*



Over 40 million feet of fir plywood are sold every week! Here's your market for FIRZITE, because it's a "MUST" when finishing fir plywood or any other soft woods. Used as an undercoat it "tames" unsightly wild grain on stain jobs...virtually prevents grain raise or checking on paint jobs ... readies the surface satin-smooth for stain, paint or enamel. (For blond, pickled or tinted effects, for that "woody" look, recommend White Firzite on either soft or hard woods.)

A "Natural" for these modern "natural" finishes

## **SATINLAC**\*



The big modern trend is for light natural wood finishes. When customers ask you what to use, you'll make friends by recommending SATINLAC. It brings out and preserves the natural grain and color-beauty of any plywood or solid wood. Satinlac avoids that "built-up" look; yet will not turn yellow or darken with age. "Water-white"; easy to brush or spray; dries ready for next coat in 3 or 4 hours.

In pints, quarts, gallons.

\*Trade Mark



<sup>1</sup>Including Saturday Evening Post, Better Homes and Gardens, American Home, Living for Young Homemakers, Popular Science, Popular Mechanics, and over 20 others.

# DELUXE *Superlite* PANELS

## ELEVEN TWELVE COLORS

...available in 12 pleasing colors. Sheets come in solid colors, 4" x 4" tile effect, Leveline (horizontal lines on 8" centers). Leatherwood (a grained leather effect) is available in 4 colors.

## DURABLE BAKED FINISH ... baked on for extra lustre and extra wear resistance. ROUNDED-EDGE SCORE LINES ... give realistic deep shadow effect.

## LARGE SHEET SIZE

... up to 12 ft. long, reduces application cost ... and no premium for long lengths.

Superlite Panels are sheets of Masonite Presdwood, surfaced with a high-gloss, durable baked-on plastic finish in twelve colors. Available in sheet sizes 4 ft. wide, and from 4 ft. up to 12 ft. long. Finished four ways: solid colors, tile design (4" x 4" square), Leveline (horizontal lines on 8" centers) and in Leatherwood (a grained leather effect), in four colors and in sheet size 4 ft. x 8 ft.



LEATHER-  
WOOD



TILE EFFECT



LEVELINE

Also available in plain sheets.

**SUPERIOR WALL PRODUCTS CO.**

4401 N. American St., Philadelphia 40, Pa.

"for more than a decade"

men's Association. January 23-25. Municipal Auditorium, Kansas City, Mo. Exhibits.

**MIDDLE ATLANTIC** Lumbermen's Association. February 6-8. Chalfonte-Haddon Hall, Atlantic City, N. J. Exhibits.

**VIRGINIA** Building Material Dealers Association. February 13-15. Roanoke Hotel, Roanoke. Exhibits.

**MISSISSIPPI** Retail Lumber Dealers Association. February 18-19. Buena Vista Hotel, Biloxi. Exhibits.

**CAROLINA** Lumber and Building Supply Association. March 18-20. Textile Hall, Greenville, South Carolina. Exhibits.

**LOUISIANA** Building Material Dealers Association. March 19-20. Jung Hotel, New Orleans. Exhibits.

**TENNESSEE** Building Material Dealers Association. March 25-27. Maxwell House, Nashville. Exhibits.

**FLORIDA** Lumber and Millwork Association. April 16-18. Tampa Terrace Hotel, Tampa.

**GEORGIA** Building Material Merchants. April 23-25. General Oglethorpe Hotel, Savannah.

**TEXAS** Lumbermen's Association. April 20-22. Municipal Pier, Galveston. Exhibits.

## Washington to Be Scene of Annual NRLDA Meet

The 1952 annual meeting of the National Retail Lumber Dealers Association will be held at the Shoreham Hotel in Washington, D. C., November 16-20, according to Executive Vice-President H. R. Northup.

He explained that these dates will follow the national election, and that the national capital was the only site available for such a gathering at that time due to weather conditions and crowded facilities at other points previously suggested for the Board of Directors' annual gathering.

Washington is the choice of the majority of NRLDA board members as the permanent site of their annual meetings because of its central location, proximity to the group's national headquarters, and the interrelationship of the dealer problems with government controls and other industry segments located there.

# More Wall Space at NO EXTRA COST

with

**RIBBON UNITS**

**Thrif-T**

(Single, Twin and Triple)

Illustration  
Below  
Shows  
Two Twins  
and One Single



Here is the answer to "More Wall Space at NO EXTRA COST. Thrif-T Ribbon Units provide plenty of wall space — and LIGHT and VENTILATION as well.

Made to line at head with other windows and doors, therefore, entire space below the Ribbon Units is usable for chairs, beds, tables, desks, etc. NO NEED TO SET FURNITURE BETWEEN WINDOWS.

- Glazed Plain Glass 28" x 16" — bedded in putty.
- For Frame — Brick Veneer — Masonry Walls.
- Furnished Single — Twin — Triple.
- Complete — screen, stool, hardware — even plaster ground at head included.
- Frame and Sash — TOXIC AND WATER REPELLENT TREATED FOR LONG SERVICE LIFE.



- Made so sash can be opened or closed as easily in Winter as in Summer. Sash swing out and operate without removing screen or storm sash.
- Storm sash available at nominal extra.
- SET UP — READY TO INSTALL — WEATHERSTRIP AND ALL HARDWARE APPLIED — WIRED SCREEN INSTALLED. CARTON PACKED.

## Finger-Tip Control--Plus Perfect Balance

features found  
in the



### OVERHEAD GARAGE DOOR UNIT

- Made for 9'-0" wide openings.
- Finger-Tip Control.
- Perfect Balance.
- Easy and Quick Installation.
- Only Two Inches of Head Room Needed.

Furnished for 9'-0" x 7'-0" opening — door pre-fitted to 8'-10 3/4" x 6'-11 1/2". Adaptable to any type home and for old and new garages.

**TOXIC AND WATER REPELLENT TREATED  
FOR LONG SERVICE LIFE**

Write  
for Name of  
NEAREST  
JOBBER

The extra size (for 9'-0" openings) does not bother E-Z-UP-9 for it opens and closes just as easily as 8'-0" x 7'-0" unit — result of careful engineering.

Hardware — TROUBLE-FREE — EFFICIENT. Comes complete with lock and keys — and all necessary operating parts.



These, TOO,  
are  
**Thrif-T  
WOODWORK**  
for the  
**HOME  
VALUES**

Thrif-T  
WINDOW UNITS

Thrif-T PICTURE  
WINDOW UNITS

Thrif-T  
DE LUXE PICTURE  
WINDOW UNITS

Thrif-T  
BASEMENT  
UNIT

Thrif-T  
"8 in 1"  
MANTEL

"4 in 1"  
ENTRANCE FRAME

Thrif-T  
WARDROBE

Thrif-T TRIM

E-Z-UP OVERHEAD  
GARAGE DOOR UNIT

Thrif-T DISAP-  
PEARING STAIRS

"10 in 1"  
ENTRANCE FRAME

Thrif-T TWIN  
CASEMENT UNITS

Thrif-T TWIN  
KITCHEN  
CASEMENT UNITS

MT. VERNON  
MANTEL

No. 960-R CORNER  
CHINA CASE

No. 1332  
ATTIC LOUVRE

**CARRIED  
IN  
STOCK**

Distributed through the Leading Millwork Jobbers to the Retail Lumber Dealer



# Roach & Musser Co.

PLANT and OFFICES • MUSCATINE, IOWA

QUALITY MILLWORK SINCE 1884

## SPORTING GOODS

(From page 30)

sortment of supplies varies from 50 to 200!

"This store traffic is due partly to the fact that so many more people can afford to fish than to hunt," Duncan explained. But the cause is helped along greatly by the firm's annual fishing contest.

Many firms sponsor such a competition, but the Duncan Supply Company has planned its yearly

fishing contest to perform several profitable functions. The competition starts in the spring and lasts three months.

Each contestant is required to register at least 12 hours before entering his first fish—to make sure that no one catches a big one and later tries to enter it. This means that each person who enters the contest must come into the store at least three times—to register, to enter a fish, and to see if he was a winner.

Last spring the company had 685 entrants!

Three prizes are given each week—one for the largest bass, the largest red breast or brim, and the largest crappie. The lucky fishermen are presented some \$3 to \$4 item in the sporting goods department, such as several plugs or half a dozen flies. A \$10 prize is presented monthly.

The names of the winners are posted on a large bulletin board. No information on winners is given over the telephone—so that anyone interested must come into the store.

Duncan keeps the wall behind the sales counter covered with colorful flies. The counter holds plugs and other small items. Asked how many styles of plugs and flies he kept in stock, Duncan replied "at least two thousand!"

Two full island displays show off various items of hunting equipment. One window is frequently used to catch the eye of the sportsman. Among the sporting goods stocked are lamps, lanterns, portable cook-stoves, decoys, knives, lunch boxes, refrigerator boxes, boat seats, oars, fuel containers, life preservers, shells, camp seats, Johnson outboard motors, and camping clothes. He stocks 24 models of shotguns and rifles.

The Duncan Supply Company uses two spot announcements a day on the radio—its chief advertising medium. One spot announcement is always used to promote a sporting-goods item; the other is used for building materials.

The registration list from the fishing contests is used as a mailing list for direct-mail pieces.

As a further convenience to his customers, Duncan obtained the right from the local game warden to issue fishing and hunting licenses. He keeps a sign in the window offering such licenses, and he occasionally mentions this service in advertisements. Last fall he issued nearly 300 licenses to hunters.

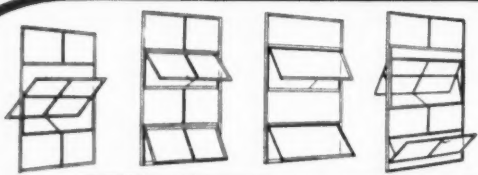
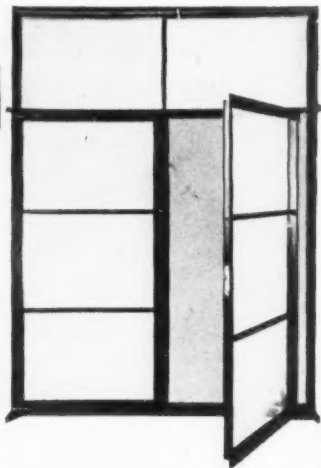
From a local hatchery, Duncan gets a regular supply of minnows for bait. He makes no profit on this item, considering the trouble it costs, but he finds that this is an additional drawing card to lead more people into the store.

When Duncan takes the day off to go fishing, it is really all a part of his work. It helps him to know his merchandise better—through first-hand experience.

### EMPIRE STEEL WINDOWS

A Complete Line  
of  
Finer Windows

Residence Casements  
Architectural & Commercial  
Awning Windows Commercial  
Projected Windows Pivoted  
Windows Security Windows



Southern Made  
for Southern Builders

The Empire Line of Steel Windows offers you an opportunity to handle windows Southern users want. Properly engineered, accurately and sturdily built, bonderized for lasting finish, Empire Windows are nevertheless sold at competitive prices. Write for literature.

**DECATUR IRON & STEEL CO.**

Decatur



Alabama

Serving Southern Builders for Over 60 Years

# HOO-HOO LOG

## It's Denver for Hoo-Hoo!

The 1952 convention of the International Concatenated Order of Hoo-Hoo will be held in Denver, Colo., next fall at a date to be set later.

The 1953 convention has been earmarked for Minneapolis, Minn.

These locations were set by the Supreme Nine at a recent special meeting. Secretary Ben Springer reported 10,216 active Cats in 95 local Hoo-Hoo Clubs.

New officers of the Hoo-Hoo corporation are: president, Lynn Boyd, retiring Snark of the Universe; vice-president, Harry F. Partridge; treasurer, Edwin F. Fischer; and secretary, Ben F. Springer.

ORLANDO, FLA.: The Central Florida Cats invited members from Daytona Beach and Deland to join them for a Christmas party December 6 at the Dubsread Country Club. Counting the ladies, there were about 90 persons present. Following a program of tap and ballet dancing by a local dancing school, everyone enjoyed square dancing.

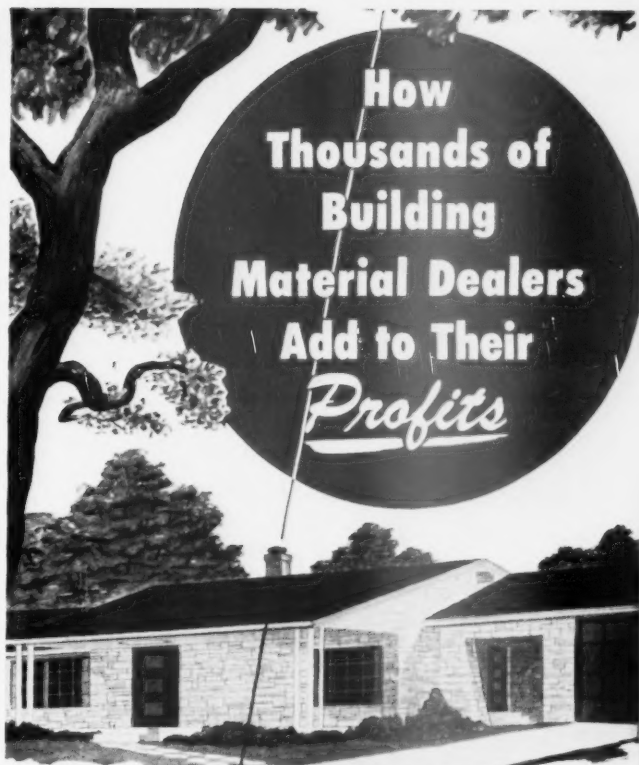
ATLANTA, GA.: The Christmas dinner-dance of the Hoo-Hoo Club No. 1 was enjoyed by 105 Cats, wives, and friends at the Ansley Hotel on December 17. The Merry Mutes made the crowd roar, especially when Program Chairman Herman Kennedy and Hospitality Chairman Charlie Huckleberry joined in rendering "Liquor and Wild Women."

MIAMI, FLA.: Local Cats witnessed an exhibition of trick shooting by John West, member of the U. S. Border Patrol, at their December 11 dinner meeting at the Hofbrau Haus, Hollandale. Fifty-four members were present as Prexy Bill Long presented his predecessor, Fred Grooms, an engraved Hoo-Hoo tie clip in appreciation of his 1951 leadership.

ST. PETERSBURG, FLA.: Plans for a grand concatenation in January were perfected at the December 5 meeting of the St. Petersburg Hoo-Hoo Club at the Belmonte restaurant, Clearwater Beach.

TAMPA, FLA.: Contractor J. O. DeLotto described his impressions of his recent trip to Europe to Tampa Cats on December 3 at the Floridan Hotel. The ladies joined the Tampa members on December 22 at "open house" in same hotel.

How about your Club's doings?  
Send news for SBS publication!



How  
Thousands of  
Building  
Material Dealers  
Add to Their  
*Profits*

## WITH VAN-PACKER PACKAGED MASONRY CHIMNEY

Van-Packer acceptance among builders and contractors everywhere means profits gained for building material dealers. Here's a full-profit, fast moving item that has all the *sell* features. Saves time on the job with fast installation in 3 hours or less. Comes completely packaged with nothing else to buy. Even the joint cement, roof flashing and rain cap are furnished. Underwriters' tested and approved Van-Packer Masonry All-Fuel Chimney is fire-safe with a chimney wall of insulating vermiculite concrete and a fire-clay tile liner. The insulating value of the Van-Packer wall is equal to 24" of brick or 70" of ordinary concrete. F.H.A. accepted!



Nationally distributed through reliable building material jobbers and dealers. Van-Packer Masonry Chimney is available for immediate delivery anywhere. Write for free literature and name of your local jobber.

**Van-Packer**  
CORPORATION  
DEPT. 3501 • 209 S. LASALLE ST.  
CHICAGO 4, ILLINOIS

Also Manufactured and Distributed in Canada by  
C. A. McRobert and Son, Ltd., St. Laurent, Quebec



## BETTER DISPLAYS

(From page 31)

cators. If the customer insists on installing the floor tile himself, as many farmers do, the applicators instruct the customer how to install his own.

Plastic wall tile and enameled wall coverings also have a bright display spot that pulls more volume in the new store. People buy color when they buy these items, Barthel pointed out. When wall coverings are shown in good light,

on appropriate fixtures that dramatize color, the sale is half made.

Wall space is used to display all the wall coverings sold. The ceiling is covered with ceiling panels, in many colors and designs. One long wall behind electrical appliances is covered with knotty pine paneling. A significant fact is that knotty pine paneling is being selected frequently for kitchens, proving that customers buy what they see.

The model kitchen, at the rear of the display section, is arranged against a display wall that shows a variety of enameled wall coverings and plastic tile.

The extension of REA electric power lines in some sections has made many new prospects for bathrooms and kitchens. They want not only electric appliances but other items to make a modernized kitchen attractive.

Long before Barthel moved to his new location he was active in selling the items that new electrical customers needed, but, in his own words, "relied upon a street location, rather than modern display," to clinch drop-in sales.

"Now I know that display—more than location—is what sells attractive prefabricated items," he said. "I'm sure that we have lost some volume by the move, but this is more than offset by the new volume we have won with good display."

He cited wallpaper as one outstanding item that climbed in sales immediately after he moved into the new location. In the old store, wallpaper was not displayed. Now it occupies a prominent spot on the display floor, shown on a wide display rack, with a table and chairs for customers to use while looking at sample books.

Barthel was enthusiastic about the big jump in sales on electric lighting fixtures.

"Display did that, too. We've provided a special, uncrowded spot for electric lighting fixtures, where the customer can stand off and see the effect of the lighted fixtures, as though standing in her own room at home."

Although the store is not on a highway, Barthel reaches out to traffic with a large display sign, mounted high enough to be seen. It keeps people on the traffic lane reminded of the building supplies store where everything is on display.

The radio program that goes on daily also keeps people reminded. The program, a newscast that goes over local stations at 4:30 p.m., under the store's exclusive sponsorship, promotes one or two items at a time. To illustrate—when plastic wall tile has the air, listeners are told that the store lends tile cutters and rollers to customers. They are invited into the new display store to see the wall tile on exhibit, and to receive full information.

"Some say they don't get direct results from radio advertising," Barthel said, "but we do. People come in and ask for the items that they heard about on the air."



*Ask the  
man who  
uses them!*

### *Ready-To-Install.* **COMPLETE WINDOW UNITS** *Equipped with* **MONARCH METAL WEATHERSTRIP**

He'll probably tell you that when he first tried them it was one of the most profitable decisions he ever made. And he will also give you these reasons why he's sold 100% on Complete Window Units:

1. They prevent a big waste of time and material
2. They cut labor cost by eliminating time-wasting fabrication on the job
3. They make it easier to meet completion dates
4. They give the owner a lot more for his money in better, sounder construction

You, your customers and the owner all profit when you sell Complete Window Units assembled by your jobber or at the mill.

*Buy Them From Your Saw-  
and Door Jobber*

Published in the interest of  
better and more economical  
building construction.

**Monarch®**  
**METAL WEATHERSTRIP CORP.**  
6343 ETZEL AVE., ST. LOUIS 14, MO.

## HEALTH CLINIC

(From page 27)

through public health, hospital, and medical services.

Surveys of the U. S. Chamber of Commerce's Health Advisory Council have shown that 92 per cent of absenteeism is due to illness arising from causes outside the plant. Speaking for the Williams Brothers Lumber Company, Wendell Williams attributed vast improvement in absenteeism because "it limits the excuses of illness where it does not exist. We have been able to weed out some employees, through the Health Clinic examinations and treatments, whom we found to be chronic complainers."

Williams said that "the first saving realized from the Health Clinic, which began operation in August, 1950, was a reduction in compensation insurance rates from 102 to 88 per cent within the first year's experience!"

**Speaking for the Atlanta Oak Flooring Company,** Executive Vice-President H. D. Florence explained that substantial employee time is saved by the convenient service of the Health Clinic. Previously many hours were required—often with the absence of two people from work—in commuting to doctors' offices "downtown" for treatment of emergency injuries or illnesses.

Here are some of the cases that stand out as proof of the value of a cooperative industrial health program such as the Petrie Clinic.

A welder at the Warren Company was ignited in a flash fire from some "out of place" gasoline. He tried to snuff out the flaming gloves by pressing them against his blouse, but it caught on fire. He suffered third-degree burns, but the quick arrival of the nurse from the clinic and her treatment and accompaniment to the hospital minimized costly "shock."

Through negligence of a leg skinned near the ankle by a piece of lumber, a Negro employee suffered an infection that cost his employer some \$3,000. This was before the cooperative health program began. Later, another Negro injured himself similarly, but the nurse at the first-aid station recognized the hazard and proper treatments cleared up the ailment at little cost.

Another man was employed as



The organization meeting of the Petrie Health Clinic was photographed, above, in the treatment room on November 1, 1950. It is managed by a Board of Control that includes two representatives each from the Warren Company, the Atlanta Oak Flooring Company, and the Williams Brothers Lumber Company. Promoter and planner of the Health Clinic was Dr. Lester M. Petrie, in blue suit and shaking hands.

an assistant supervisor in a job that required much fast walking. A periodic examination at the Health Clinic later showed this employee had an enlarged heart, so the doctor recommended that he be given a different job. Consultation revealed that the man was a competent mechanic, so arrangements were made for him to become serviceman for the lumber firm's hydraulic lifts. Estimates show that the firm has realized an annual savings of \$1,000 a year in the cost of maintaining such equipment, which formerly was sent out to a repair shop.

**Speaking of the advantages of the Health Clinic,** Wendell Williams asserted that "this project has personalized relations between our firm's management and employees. Relations between supervisor and employee have been improved immensely because the employees have recognized the supervisor's interest in their welfare, and his reasons for expecting more production with less absenteeism by them."

For the 742 employees of the Atlanta Oak Flooring Company, Williams Brothers, and the Warren Company, in November the Petrie Health Clinic treated and examined 317 persons. Of these, 99 were served in the central Health Clinic and the rest in the company first-aid rooms. The number of cases handled by the doctor was 76; lost-time cases, 2; workman's compensation cases, 6, all of which were referred to outside physicians.

Of the cases treated in November, 77 were new "industrial" and

76 were new "non-industrial." Fifteen persons were given penicillin treatments and two were given tetanus antitoxoid.

The attendant physician gives thorough physical examinations for employees upon official company requests. The reports are made on three different colors of paper to indicate Clear Acceptance, Rejection, or Conditional Acceptance. Individual records are kept by the nurse on each employee to show date, time, and reason for visit, and whether the case is industrial, non-industrial, Workman's Compensation or Lost-Time. A "day log" is kept at the clinic and at the first-aid rooms for each company. This record lists time, name, department, payroll clock number, reason for visit, treatment, disposition, type, and "return signature."

**By word of mouth,** bulletin boards, and house organs, the three participating companies encourage all employees to utilize the services of the physician and nurse at the Health Clinic, and of the nurse at the first-aid room in each plant.

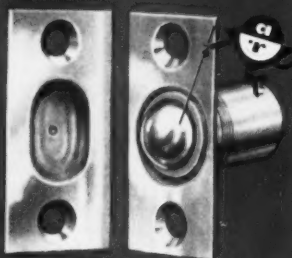
Paid on a retainer basis, the physician, who has a private practice the rest of the day, is on duty at the Petrie Health Clinic from 8 to 10 a.m. five days a week, together with the nurse. She is on duty from 10 to 11 a.m. at the AOF first-aid station, and from 11 to 12 noon at Williams Brothers. After lunch, she spends an hour from 1 to 2 p.m. at the Warren Company first-aid room, and is back in the Health Clinic from 2 to 5 p.m.



HERE'S A  
BETTER LATCH  
WITH  
BALL BEARING  
ACTION

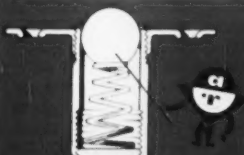
## THE ADAMS-RITE BALL LATCH

FOR DOORS, WARDROBES, AND CABINETS



The ball in this Adams-Rite latch—unlike plungers or friction devices—continues to give smooth, positive action year after year. Simply can't jam and will never become rough through usage. In addition the latch is adjustable and is available in 2 sizes.

Ask your wholesaler or write the factory.



Threaded barrel permits adjustment for binding or overage of door. Larger size latch also has spring pressure adjustment for controlling tension.

**ADAMS-RITE®**  
MANUFACTURING COMPANY  
540 W. Chevy Chase Dr., Glendale 4, Calif.

SPECIALIZED LOCKS AND BUILDERS' HARDWARE

## DEALERS in the NEWS

### SOUTH CAROLINA

OCEAN DRIVE BEACH: H. C. Platt is president of a new firm, Platt and Davis, Inc. The company sells building supplies and engages in construction and contracting.

MYRTLE BEACH: The Seacoast Builders Supply has been incorporated to sell lumber, hardware, and other building supplies. D. Morrison Campbell is president.

### MISSISSIPPI

JACKSON: Fred Sanders has joined the City Coal and Lumber Company as a salesman in its recently-completed hardware department. Sanders formerly was connected with the Addison and Bauer Hardware Company.

MERIDIAN: Governor-Elect Hugh L. White has sold the White Lumber Company to Malcolm R. Graham for \$58,500. Graham will use the site to enlarge his transfer and storage facilities rather than as a lumber firm.

McCOMB: Thad Simmons, with the firm for 12 years, has succeeded the late George C. Hamilton as secretary-treasurer of the McComb Lumber and Coal Company. . . Eddie Thorburn, Magnolia, Miss., lumber dealer, addressed the Summit Rotary Club recently. He described different kinds of woods and their uses in construction and fabrication. He cited many little-known facts about the popularity and uses of lumber.

### KANSAS

PAOLA: The Paola Lumber and Coal Company observed its 50th anniversary with an "open house" November 17. C. N. Wilson has been manager since 1941.

OTTAWA: Al Tucker recently purchased the interest of Bill Scott in the Hubbard Lumber Company. Scott now travels for the Shapleigh Hardware Company. Roy Sowers, former employee of the Ottawa Lumber Company, has joined the Hubbard firm as yard manager.

TIPTON: Lester Terrell is now manager of the Central Lumber Company's yard here.

DODGE CITY: J. E. Collier, who has managed the Dodge City branch of the T. M. Deal Lumber Company for 33 years, recently resigned. He announced that he would remain here and become associated with another business.

VICTORIA: The Schwaller Lumber Company, of Hays, opened a new company here January 1. It has a modern showroom of haydite brick, located on a highway.

ARMA: The Bosino Lumber Yard is erecting a new warehouse.

INMAN: The building of the Buhler Lumber Company has been remodeled to provide a larger and more modern display room and office.

### OKLAHOMA

HARTSHORNE: Ray Jackson, manager of the T. H. Rogers Lumber Company, discussed building materials and the building industry at a recent Rotary club meeting.

PERKINS: Bakers Building Supply Store opened for business here recently. Manager H. L. Baker says he is prepared to offer a full line of building materials, free estimates, plans, carpentering, painting, plumbing and electrical installations.

NORMAN: Bill O'Connell has bought the Norman Lumber Company. He formerly was associated with the Billingslea Lumber Company in Lawton.

### TEXAS

ASCARATE: The El Paso Concrete Products and Lumber Company has opened a second store here. Babil Arrieta and J. G. Valdes are owners, with main headquarters in El Paso.

TEXAS CITY: Allen C. Walker is new manager of the Temple Lumber Company here. He previously managed the company's Raymondville yard for six years. . . Roy A. Hoffman, former Temple yard manager, has opened his own lumber company on Sixth Avenue. Fay J. Johnson, another former Temple employee, is associated with the new firm.

LONGVIEW: The Mansfield Hardwood Lumber Company recently opened a branch store here at 2101 Moberly Street. Paul Ray is manager and J. P. Paisley assistant manager.

CORPUS CHRISTI: Joe C. Black-nall, Jr., recently announced that the entire lumber stock of J. C. Black-nall Company was for sale and that the firm had closed. The company has retained the business site.

AMARILLO: Jack Seale has been promoted to president of the Seale-Amerson Lumber and Building Company. Clide Amerson became executive vice-president and continues to manage the yard. Former President Fred M. Seale is now chairman of the board.

DALLAS: Directors of the D. L. Paint and Wallpaper Company have named William R. DeMuth president and general manager. He replaces William Davoust, Jr., who resigned.

MIDLAND: A new building supply firm, the Howard Lumber Company, recently opened here. It is owned by W. C. Howard and his son, W. D.

HOUSTON: The C. and B. Supply Company has been granted a charter

# Now it's here!

## LONGVIEW MORTAR MIX

**AN OLD FIRM  
INTRODUCES A NEW PRODUCT!**

The Building Industry wanted it—and here it is: LONGVIEW MORTAR MIX, the perfect masonry mix coming to you from Longview Lime Corporation, the firm that has served the South's strictest builders for nearly 80 years. LONGVIEW MORTAR MIX is a result of careful chemical research by the Southern Research Institute. It's superbly blended and fully meets Federal and A.S.T.M. specifications for brick, stone or stucco construction.



### LONGVIEW LIME CORPORATION

1717 SECOND AVENUE SOUTH • BIRMINGHAM 3, ALABAMA



**METAL TRIMS, INC.**

BOX 1072, YOUNGSTOWN 1, OHIO

**BIG!** Sales  
and Profits

with  
*"Premier"*  
**ALUMINUM  
MOULDINGS**

*Write for Catalog  
and Price Lists Today!*



of incorporation. Glenn R. Blackman, Earl F. Brownhill, and C. H. Boswell are incorporators.

**DALLAS:** The General Lumber Company has opened its new yard and building supply store here at 4302 South Buckner Boulevard. The firm's local yard formerly was located at 5940 Holmes Street. W. H. Thompson is manager of General's Dallas yard. The company has other yards in Fort Worth, Beaumont, and Lubbock, and sells a full line of quality building materials.

**WAXAHACHIE:** G. R. Porter, with William Cameron and Company since 1922 and manager of the local yard since '33, has retired due to ill health. He has been replaced by H. A. Mazy,

former manager of the Cameron yard in Ennis.

**ITALY:** W. C. Huffstetler has been transferred from the managership of the local yard of William Cameron and Company to the yard in Ennis, where he succeeded H. A. Mazy. The new Cameron manager here is J. D. McCauley, former outside salesman for Cameron's roofing division in Waco.

## ALABAMA

**IRONDALE:** The Irondale Lumber and Hardware Company opened in its new location at 1625 Bankhead Highway on December 8. Door prizes and free gifts livened the grand opening.

## LOUISIANA

**OPELOUSAS:** The Pelican State Lumber Company has been incorporated with \$100,000 capital stock.

**LAFAYETTE:** The grand opening of the new modern store of Krause and Managhan, Inc., at 1309 Oak Avenue was announced with a full-page ad in the local newspaper December 13 heralding the plant as "building materials headquarters." The new plant covers an acre. The firm formerly had headquarters at 205 Monroe Street.

**BASTROP:** The McGlone Lumber Company, Inc., has been chartered by the Secretary of State, here with capital stock up to \$75,000 allowed.

## FLORIDA

**TALLAHASSEE:** A charter of incorporation has been issued to the McDonnell Lumber Company. It is owned by L. L. Mullikin, L. N. Alina, and V. L. Hussey.

**JACKSONVILLE:** The Florida Roofing and Supply Company has a new building at 5914 Norwood Avenue. The appliance department, building material showroom, and offices have been moved here.

**MIAMI:** Veteran employees of the Renuart Lumber Company in the Miami area were honored at the 28th annual Christmas party of the local line firm on December 18. Annual bonus checks were distributed by President Dennis V. Renuart. Special recognition went to Luther Osborne, with the firm since 1923, and Adrien Hebert, who joined Renuart in '24.

## NORTH CAROLINA

**GASTONIA:** The Ranlo Supply Company has been granted a charter to buy and sell hardware and building supplies. J. R. Lanier, W. H. Broome, and H. S. Michaels are the incorporators.

## KENTUCKY

**LOUISVILLE:** The Amerind Builders Cooperative has been granted a charter to buy material and equipment for builders on a non-profit basis. Capital was listed at \$200,000.

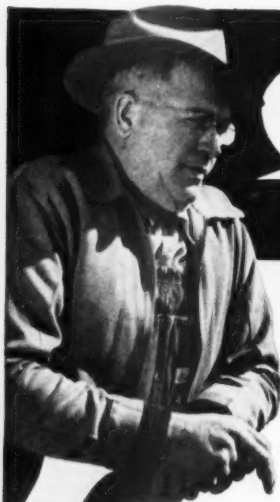
**ELKTON:** H. L. Wolff and Sons Lumber Company has been incorporated here. The sons are Ernest and Robert Wolff.

## MISSOURI

**ST. LOUIS:** Harry A. Stockmann, president of the H. A. Stockmann Lumber Company, served as foreman of the December term circuit court grand jury.

**KANSAS CITY:** New vice-president in charge of sales for the Badger Lumber Company, line-yard firm in this area, is Don Welch. He has been associated with Badger since 1919 in various sales capacities.

**OVERLAND:** Completion of the expansion and modernization of the Ball Lumber and Supply Company's



**"MY CUSTOMERS SURE  
LIKE OLD AMERICAN  
ASPHALT SHINGLES IN  
PASTEL COLORS!"**

**L**UMBERMEN EVERYWHERE are reporting genuine customer enthusiasm for asphalt shingles in pastel colors. And our customers tell us Old American pastels are really going over big.

That's why, if you haven't already seen them, you ought to investigate these new Old Americans in pastel colors. They're three-tab strip shingles of typically high Old American quality, and they are available in four pastel tones—red, green, blue, and brown—especially blended to harmonize with exterior colors. We'll be glad to send you free full-size color samples. Just drop us a line. No obligation, of course.

### SEE OLD AMERICAN PASTELS AT YOUR CONVENTION

These lovely new Old American Asphalt Shingles in pastel colors are the featured attraction in our display at the Kentucky Retail Dealers' Association Convention in Louisville, January 14, 15, 16, 17. (booth No. 20)



Manufacturing quality Asphalt Roofing and Siding for 31 years . . .

## AMERICAN ASPHALT ROOF CORPORATION

- Kansas City
- Salt Lake City
- East St. Louis
- Fort Worth



plant here was celebrated last month with "open house" and the distribution of many merchandise prizes.

**BLAND:** Jim Prenger, former assistant manager of the Great Central Lumber Company in Jefferson City, is the new manager of that firm's yard here. He replaced Roman Kampster, who has become a farmer at Vandalia.

## OBITUARIES

**E. W. STEWART**, founder and owner of the E. W. Stewart Lumber Company, Dickson, Tenn., died November 29 at the age of 62. He had been in the lumber business for 35 years and was a steward in the Methodist Church and a director of the First National Bank. Stewart is survived by his widow, three sons, who continue the business, and one daughter.

**GEORGE F. CORNWELL**, 58, editor of both *Western Building* and *The Timberman*, trade magazines in the Pacific Northwest, died recently of a heart attack following the annual meeting of the Pacific Logging Congress. He was a member of the University of California Alumni Foresters and of Sigma Phi Epsilon fraternity. He is survived by his wife, one son, one daughter, five grandchildren, and one sister.

**W. ALLEN COOPER**, 54, head of the W. A. Cooper and Son building supply firm, died November 24 at his home in Greensboro, N. C. Surviving are his wife, son, and daughter. His son continues to operate the firm.

**J. PHILLIPS COSGROVE**, 54, executive vice-president of the American Radiator and Standard Sanitary Corporation, died December 13 in New York City. Also a director, he had served on the executive committee for four years. He leaves a wife, son, daughter, and mother.

**EZEKIEL J. WIMBERLY**, president of the Wimberly Lumber Company in Jeffersonville, Ga., died December 11. He was treasurer of the Jeffersonville Baptist Church, chairman of the Twiggs Forestry Board, and member of the board of county commissioners of Twiggs county. He leaves a widow, daughter, son, and mother.

**IRVING SMITH**, 67, credit manager and assistant treasurer of the Huttig Sash and Door Company, St. Louis, Mo., died of a heart disease December 2. He had been with Huttig more than 30 years. His widow and son survive him.

**W. E. (ZEKE) SLAUGHTER**, 66, vice-president and treasurer of the Whiteselle Brick and Lumber Company in Corsicana, Tex., died December 8. For many years he was a steward in the Methodist Church. He was a director of the Retail Merchants Association for 17 years. He leaves a wife, daughter, and two grandchildren.

**FRANCIS PRENDERGAST**, 48, president of the Prendergast Lumber Company in St. Louis, Mo., died December 19 after a long illness. His survivors include his wife, a son, and two sisters.

**ALBERT LEGGETT**, 47, Mississippi state forester since 1941, died suddenly in Gulfport on December 13. He previously had served as superintendent of federal soil conservation camps and as an instructor at Mississippi Southern College. His mother, two brothers, three sisters, and widow survive him.

**ALBERT E. HART**, 78, retired vice-president and sales director of the Dierks Lumber and Coal Company,

passed away on December 5 at a Kansas City, Mo., hospital following a heart attack. He was active with the Dierks firm for 53 years before his retirement in '49. Survivors are his wife, a daughter, two sisters, and two brothers.

**J. A. BOWMAN**, president of the Burgner-Bowman-Matthews Lumber Company, Kansas City, Mo., died on December 12.

**JAMES ROBERT COX**, 65, died November 27. He owned and operated the Mitchell-Cox Lumber Company and other business interests in Belton, S. C. He is survived by his wife, two sons, and two daughters.

**FRED R. HICKSON**, 57, died No-



**Millions of Old Homes AND NEW ONES, TOO**

**NEED**

**Wal-lite**  
DECORATIVE WALL BOARD

**For Remodeling OLD Homes  
For Finishing NEW Homes**

Alert dealers are now going after more remodeling business and the small economy home jobs. *Wal-lite*, the finest quality Baked Finish Tileboard, is the ideal wall panel material that you can easily sell on 8 out of 10 of those jobs.

Just look around you and see the many old homes and business buildings that need modernizing. See the many small economy homes that can be made better by the use of *Wal-lite* in the kitchen and bath. Don't miss these two important markets. Make *Wal-lite* a part of your selling efforts. You'll profit by it.

*Distributed Through Lumber and Building Material Jobbers and Dealers*

MAIL THIS  
COUPON FOR  
SAMPLES OF  
*Wal-lite*

585

- ☐ DEALER  
☐ JOBBER  
☐ BUILDER

Name .....

Company .....

Street .....

City .....

State .....

**Wallace**  
**MANUFACTURING CO.**  
10th and Fayette, North Kansas City, Mo.

ember 26 in Paragould, Ark. He and his sister owned the Hickson Lumber Company and the Hickson Ready Mix Concrete Company. He leaves a wife and daughter.

**MRS. CLAUDIUS DOCKERY, SR.**, 78, died November 28. The mother of Claudius Dockery, Jr., head of the Dockery Lumber Company, Greensboro, N. C., and former president of the Carolina Lumber and Building Supply Association, she was selected America's most beautiful woman in a national contest in 1893. Besides her son, she is survived by two daughters, five grandchildren, and one great-grandchild.

### To Hear Research Reports

Members of the American Society of Heating and Ventilating Engineers will hear a symposium on control of industrial atmospheres and 12 papers on air cleaning, air distribution, warm-air heating, building heat loss and gain, and physiological research at their annual meeting.

Over 1,000 members are expected to attend this 58th meeting in St. Louis, January 28-30.

President Lauren E. Seeley will present the society's F. Paul Anderson medal for notable scientific achievement at the banquet.

### Binswanger Announces Four Personnel Promotions

Millard I. Binswanger has been elevated to the position of executive vice-president of Binswanger and Company, maker and distributor of glass and other building products. He joined the firm in Richmond, Va., in 1929, after receiving his master's degree from the Harvard School of Business Administration in 1927.

Three other promotions were announced.

Joe Nadler is now vice-president. He continues his duties as general sales manager.

John S. Linton was promoted from secretary to vice-president. He continues to manage the Columbia, S. C., branch and to help with the Florence, S. C., branch.

Joseph M. Rubens succeeded

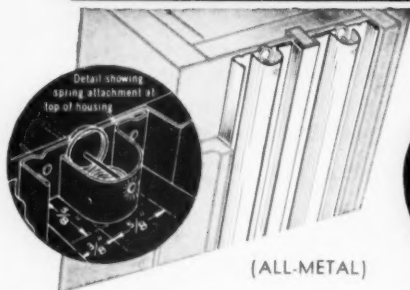


MILLARD I. BINSWANGER

Linton as secretary. He also is manager of purchases.

#### COMBINATION SASH BALANCE AND WEATHERSTRIP UNIT

Do two jobs at once on any double-hung window. Here is an installation on an economy frame giving an all metal sash run. Or simply "cap" old or new wood parting beads. Allmetal Sash Balance give stable sash — provides finger-tip control — cuts labor and material costs and provides better windows by weatherstripping as well as balancing. Send for complete information now.



(ALL-METAL)



Spring attachment in sash groove showing clip located on outside edge of stile of upper sash.

#### SOUTHERN METAL PRODUCTS CORPORATION

921 Rayner St.

MEMPHIS, TENNESSEE

Gentlemen: Please send me complete information and prices.

NAME

ADDRESS

CITY

STATE

### Among Wholesalers

**NORTH LITTLE ROCK, ARK.:** The U. S. Mengel Plywood Corporation, a subsidiary of the Mengel Company of Louisville, Ky., has opened a branch warehouse here. George Lindley is manager and Jim Mathies is sales manager. The new office serves the Arkansas territory.

**ROANOKE, VA.:** The Wrenn Lumber Corporation has opened a branch warehouse at 1731 South Jefferson Street. Lewis Shartzer is manager.

**JACKSON, MISS.:** The Colp Wholesale Company has a branch warehouse here. It is temporarily at 2000 North Mill Street, pending completion of spacious new quarters at Roach and Hudson Street. This branch will serve Mississippi and eastern Louisiana.

**TAMPA, FLA.:** Dibbs Builders Supply, Inc., has been made distributor in this area for the new Morrison Roly-Door overhead residential garage door. Other new distributors are Dan Truog and Clyde Nichols, Kansas City, Mo., and the Jay Gear Corporation, El Paso, Tex.

**MIAMI, FLA.:** Appointment of R.

# 2 SIGNS of PROFIT

## TILE FOR SALE

1



2

Make that would be tile customer a customer. Tile laying becomes a cinch with a JMJ Tile Cutter on hand. Mitres, angles, out of line walls . . . Just a breeze. So, make that tile sale by suggesting a rental machine.

**REMEMBER  
YOU GET**

1. Profit on the tile
2. Profit from rental

Inquire of your distributor or send name and address to JMJ, Dept F2 for full information about **DEALER CUTTER RENTAL PROGRAM**

Rental program includes free ad mats, rental forms, and counter displays.

## J.M.J. PRODUCTS CO.

MAKERS OF THE FAMOUS PT-91 PLASTIC TILE CUTTER



ENGINEERS, MANUFACTURERS  
BELLEVILLE, ILLINOIS

Dealers Everywhere Report:

## "FASTEST SELLING ITEMS WE EVER CARRIED\*!"



So easy to use.  
Applies just like  
toothpaste. Stays  
bright, white for-  
ever.



Easy to Use  
**MIRACLE TUB-CAULK**

Squeeze bright, white Tub-Caulk right out of the tube—like toothpaste. Dries in one hour to tight waterproof seal that won't shrink or crumble. Keeps its bright, white satin smooth finish even after repeated use of harsh scouring powders. Your customers each will buy several tubes of Tub-Caulk to seal around bathtubs, to fill in cracks around shower stalls and to seal cracks between sinks and walls and between window or door frames.

Packaged in Colorful,  
Self-Selling Counter  
Display

\*One large retailer reports: "\$12,816 Miracle Tub-Caulk sales in 30 days — Most successful promotion ever run!"



Solves toughest  
gluing problems.



**MIRACLE Black Magic ADHESIVE**

BRAND  
as described in Reader's Digest

The rugged waterproof adhesive for heavy duty jobs. Your customers will want Black Magic Adhesive to replace loose tiles in walls, floors or mantels, to fasten rubber strips, gaskets, and bumpers on car doors or refrigerators; and to attach furring strips directly to concrete or masonry walls with Miracle Anchor Nails.



Join the profit parade. Order stock today, and watch sales come fast and easy — and your profits roll in!

**MIRACLE**

DEPARTMENT OF THE INTERIOR  
U.S. DEPT. OF COMMERCE  
U.S. DEPT. OF AGRICULTURE  
U.S. DEPT. OF JUSTICE  
U.S. DEPT. OF LABOR  
U.S. DEPT. OF NAVY  
U.S. DEPT. OF STATE  
U.S. DEPT. OF WAR  
U.S. DEPT. OF THE ARMY  
U.S. DEPT. OF THE NAVY  
U.S. DEPT. OF THE AIR FORCE  
U.S. DEPT. OF THE COAST AND GEODYSY

C. Slack as manager of A. H. Ramsey and Sons, Inc., millwork and material wholesalers in Florida, was announced this month by President J. D. Ramsey. Longtime Manager Irvin W. Gard has retired to an advisory position.

**ATLANTA, GA.:** The Atlanta Oak Flooring Company has organized a subsidiary organization for the importation and exportation of lumber products, the South Atlantic Company. It is managed by Alberto Villa. His secretary is Mrs. Georgina E. Logan, who speaks Spanish as well as English fluently.

#### Wm. Cameron Assistants Convene in Waco, Tex.

More than 150 assistant managers, bookkeepers, and outside salesmen of William Cameron and Company's 83 retail yards and wholesale branches attended the second company convention recently in Waco, Tex.

Following a day of business sessions, more than 500 persons, including other employees and guests, attended a banquet.

The following day, convention delegates toured headquarters of the wallpaper and paint division, the general offices, the wholesale offices, and the millwork factory.

#### SSIRCO OPENS NEW WAREHOUSE IN AUGUSTA



The Southern States Iron Roofing Company opened its 16th warehouse—a new \$90,000 building—in Augusta, Ga., recently to better serve the building-material needs of that Atomic-booming area. On hand to welcome dealers, applicators, and industrial customers at the all-day opening were Ssirco sales officials from Savannah headquarters and representatives of the brand manufacturers for which this firm is South-wide distributor. Manager of the Augusta warehouse is a native Augustan, Merrill W. Greene. In photo above he stands behind Mayor W. D. Jennings while "his honor" signs the guest register. The vivacious hostess is Mrs. Greene. Paul Hill is the Augusta sales representative for the Southern States firm.

#### Material Wholesalers Form New Organization

The National Building Material Distributors Association was incorporated this month after an organizational meeting in Chicago, Ill., December 12 and 13, with over 50 wholesalers present. A permanent office will be opened in Chicago.

The group formerly operated in conjunction with the National Plywood Distributors Association, of which B. E. Babbitt is managing director. Both groups agreed to the separation for the best interests of the industry.

President of the National Plywood Distributors Association is John P. Ashton, of Des Moines, Iowa. Art Lundgren, Tacoma, Wash., is vice-president. Harold Sparks, St. Louis, is treasurer.

At the December meeting the new organization was addressed by Gates Ferguson, Celotex Corporation; Harold Row, Armstrong Cork Company; Harry Judd, U. S. Gypsum Company; and Jack Parrshall, *Building Supply News*. The discussed topics included wholesaler yardsticks, credits and collections, inventory controls, material handling, and excess-profits taxation.

## OAK FLOORING AT ITS BEST

We are in a position to ship  
Oak Flooring with Air Dried  
Yellow Pine Boards. Also  
K. D. finish molding and all  
pattern stock in pool cars.

Block Flooring—6¾" and 9"  
to be laid in Mastic.

**HURTSBORO OAK FLOORING CO., INC.**

**PLANT AT  
HURTSBORO, ALABAMA  
Phone 129**



# HELPFUL LITERATURE

## Mostly free—some for a fee

**CONCRETE PRODUCTS.** Reardon catalog contains information on concrete hardeners, colors, curing compounds, wax, cleaner, mortar colors, special aggregates, waterproofings, and non-slip grains. The manufacturer suggests keeping catalog handy to order from, rather than stocking large quantities of materials. Delivery is promised overnight. Reardon Industries, Inc., 2837 Stanton Avenue, Cincinnati 6, Ohio.

**BATTEN SEAM ROOF.** "How to Construct a Batten Seam Roof" is explained in the fall, 1951, issue of *Terne Topics*. Twenty-two illustrations show the step-by-step method. The Follansbee Steel Corporation, Pittsburgh 30, Pa.

**LADDERS.** New folder describes full line of Duraluminum straight and extension aluminum ladders. Sketches show details of safety lock, side-rails, rungs, and safety shoe. The Duraluminum Manufacturing Company, 802 Myrtle Avenue, Brooklyn 6, N. Y.

**WIRING ESTIMATORS.** A new home-wiring estimator contains es-

sential data for wiring plans. Work sheets come in a functional, step-by-step order. Space is provided along each outlet for the installation cost. Order booklet SA-6815, for 25 cents, from the Better Home Bureau, Westinghouse Electric Corporation, P. O. Box 2099, Pittsburgh 30, Pa.

**POWERED CONVEYORS.** Hundreds of photographs, sketches, and charts in a new catalog show how Rapistan powered conveyors, trucks, and industrial casters work. Sizes and accessories for steel and aluminum Rapid-Wheel and Rapid-Roller gravity conveyors are given. The Rapids-Standard Company, Inc., 342 Rapistan Building, Grand Rapids 2, Mich.

**FARM HOME PLANS.** "An Easy Way of Planning a Farm Home" is offered by the West Coast Lumbermen's Association, 1410 S. W. Morrison Street, Portland 5, Ore., for dealers to present to farm customers. In addition to the plan of the home, the two-color booklet gives pointers on location of house on the lot with regard to wind, sun, and land slope.

**INSULATION BOARD.** A full-color, 24-page book of ideas for home and commercial remodeling is being offered in Gold Bond consumer advertising for 25 cents. It shows attractive uses of this insulation board. Sample copy from Insulation Board Sales, National Gypsum Company, Buffalo 2, N. Y.

**AWNING WINDOW HARDWARE.** A new folding mailing piece, containing a return postal card for interested recipients, introduces the Superior hardware for wood awning windows. It shows how the package unit is assembled. The Superior Window Company, 5300 N. W. 37th Avenue, Miami, Fla.

**SAW CATALOG.** A new 12-page catalog contains specifications of all four models of Delta radial arm saws for home and industrial use. It also pictures and describes all accessories. The Delta Power Tool Division, Rockwell Manufacturing Company, 600 East Vienna Avenue, Milwaukee 1, Wis.

**STRAIN GAGE.** A waterproof internal strain gage, developed by Rudolph C. Valore, Jr., of the National Bureau of Standards, provides a simple method of determining internal strain, thermal expansion, or drying shrinkage in hardened concrete. It can be embedded in concrete during fabrication of a test specimen or structural member. Information is available from the National Bureau of Standards, U. S. Department of Commerce, Washington 25, D. C.

*The Name*

# HOPE'S

*Guarantees*



*Residence of James G. Lippman, Jamestown, N. Y.*

*Godfrey Carlson, Contractor*

**ONLY  
\$279<sup>75</sup>**

... for Hope's Steel Windows in this home, but they add much more to its value. House hunters acknowledge their longer life and saving in upkeep as well as their neater, more finished appearance. Such homes attract buyers immediately. Write for HOPE'S Bulletin No. 102L.

## HOPE'S WINDOWS, INC., Jamestown, N. Y.

THE FINEST BUILDINGS THROUGHOUT THE WORLD ARE FITTED WITH HOPE'S WINDOWS



## Survey to Show Young People's Home Preferences

**LIVING** for Young Homemakers—a shelter magazine circulated principally to people 18 to 35 years old—is cooperating with the National Association of Home Builders to find out whether we have been building the right kind of houses.

A two-page questionnaire appeared in the November issue. It requests readers to return the information to **LIVING**. For readers who do not own homes, it asks why they will not build next year if they want a new home but have no building plans.

"This survey will provide a dependable guide to the new year's housing market and help builders to supply new housing according to the public's changing needs and tastes," Editor Edith Evans said.

### Heats His House "Down"

When most home-owners are heating up their houses, Morris Peine, of Minier, Ill., heats his "down."

This is because his radiant heat-

ing pipes are in the ceiling instead of the floor. Over the pipes is a 5½-inch layer of vermiculite loose-fill insulation. A base of vermiculite concrete 2½ inches thick is under the floor.

These layers of insulation prevent loss of heat generated by the pipes. Copper tubes carry hot water to heat all rooms.

According to the Zonolite Company, Chicago producer of vermiculite, heat loss is reduced to an absolute minimum in this system.

## BUILDING CODES

(From page 36)

complied through the provisions of Sec. 2. Adoption by Reference.

**Legal Remedies.** Building codes, as presently written and administered, sometimes give rise to instances of arbitrary and unreasonable discrimination against the use of methods and materials. Interested persons, other than the owner or builder of the particular structure in which a proposed material or method was disapproved for use, are now precluded as a matter of law from commencing any

legal action under most codes.

Manufacturers and suppliers of building materials seeking wide distribution for their products are affected by the legal requirements throughout their market areas. If such requirements are diverse or if there is discrimination against use of particular products, the manufacturer or supplier is confronted with special problems in one community after another in his effort to obtain acceptance of his products. He usually is unable to get legal relief unless some owner or builder is willing to make a test case of the issue on some specific job.

Economically, it may not be worth while to the individual owner or builder to expend the effort needed to gain acceptance, in which event the manufacturer or supplier is left without legal recourse.

**State legislation** should provide that complete and adequate legal remedies be made available to all interested parties, including manufacturers and suppliers of building materials. Such remedies would include resort to the courts, after all other legal remedies have failed, for the purpose of determining whether an ordinance complies with the requirements of the state legislation and also the right of appeal to the courts from decisions, orders, or rulings of local boards of appeals or of local building officials.

Although such legal remedies are not likely to be used to any considerable extent, their very presence in the law would discourage abuses and encourage equitable building code administration.

The necessary legal remedies would be provided under Section 3 (Review by the Courts) of the model building regulation act.

**These suggestions** for state legislation in the nature of a model building regulation act are simple. Such an act accomplishes the desirable objectives of enabling municipalities to enact performance-type building codes, requiring that municipalities keep their codes up to date, permitting the inexpensive adoption by reference of recognized codes and standards, and granting legal relief to any aggrieved person. With these objectives in mind, we urge the adoption of this legislation. Its adoption would provide the answer to criticism which has been leveled at building codes and would do this through well-established and traditional American methods.

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## STOCK CONTROL

(From page 32)

proved a successful alternative to keeping perpetual inventory records.

"The eventual result of our daily check-up system has been much better control than we ever had before. Now we are streamlined," declared Reid Merrill.

With a minimum of time and effort, Merrill keeps always abreast of his stocks. With a couple of salesmen-checkers, Merrill can inspect every foot of stock area in less than 30 minutes. Usually, however, this work is done during slack moments through the day. Daily inspection of stocks has made each checker so familiar with the location and usual quantity of each item that a passing glance reveals most symptoms to his practiced eye.

Let's take a turn through one of the firm's warehouses with Walter O. Merrill, who regularly functions as assistant plant superintendent but doubles as a stock checker for a brief period each day.

You walk with him slowly through aisles lined with flooring, insulation, and roofing materials. He does not stop to count, but simply notes the items that are beginning to run low, or are not moving well, and so on. Once he pauses to question the adequacy of the seasonal supply of an insulating product; again to make a note of a "low" in asphalt shingles, with his estimate of the supply on hand.

After completing his rounds, he telephones the purchasing office to report the more serious shortages. He will submit to the office memorandums of less serious shortages and other observations along with the usual daily reports.

Purchasing Executive Reid Merrill regularly patrols stock areas himself, either to make a regular daily inspection or to spot-check the observations of others.

Familiarity with his stock has been sharpened to surprising perfection. He can tell you instantly and to a sufficient degree of accuracy the turnover per item for any item you care to try him out on. Through Merrill's own eyes and the eyes of his stock "traffic cops" he sees which departments and items of stock are carrying their share of the volume load.

Merrill believes that every dealer, large or small, should be on intimate terms with his stock. If a dealer does not employ some kind of stock control system, Merrill suggests that he at least pose the following fundamental questions after every sale of substantial size:

How does that leave my stock on hand?

When I re-order shall I buy more or less than the usual quantity?

Is this item moving well enough to justify the amount of space and position it occupies?

So vigilant is Merrill's "seeing eye" method of stock regulation, that customers are assured that the item they want will be in stock, in ample quantity. Andalusians have learned that it takes only one trip to town and usually one call to fill all their building material needs.

### "Forest on Wheels"

Many people who can not get to forestry demonstrations will have a "forest" brought to them!

The Southern Pulpwood Conservation Association now has a

trailer with miniature displays of midget pines, inch-long saws, and even a pocket-size mechanical tree planter.

H. B. Wright, veteran scale-model maker of Shreveport, La., handled the design and construction of the forest. The diorama displays are supplemented with color transparencies mounted along sides of the plate-glass viewing areas. A sound system in the trailer explains the conservation practices depicted by the exhibit.

The purpose of the display is to show how to increase the growth of wood through fire protection, reforestation, and proper harvesting practices.

### Comfort for All!

Animals—as well as humans—will enjoy air-conditioning in a new Tennessee state office building in Nashville. Carrier's Conduit Weathermaster system will provide individual control for occupants of exterior offices.

A special public health section, planned for animal research, will be kept at exact levels of 80 degrees F and 50 per cent relative humidity to insure results.

## WHEN PENTA'S IN, WATER IS OUT

PENTA WATER REPELLENT PRESERVATIVE acts to stop all three —moisture, rot and insect damage.

Your customers can easily apply this versatile wood preservative on their home repair jobs. It's a standard "before-paint" treatment. Stock all three take-home sizes: Pints, quarts and gallons.

Write for sales helps.

**CHAPMAN**

**CHAPMAN CHEMICAL COMPANY**

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# PRODUCT PARADE



## 1—Wood-Grain Panels

Marsh Wall Products, Inc., Dover, Ohio, announces Marlite Velwood, a new prefinished wallpanel with the appearance of wood paneling.

This new wallpanel is designed to give home-owners walls that appear to be wood, at a much lower cost. Velwood patterns include blond mahogany, red mahogany, silver walnut, and brown walnut.

Panels are 5/32 inch thick. Maximum width is 48 inches and maximum length is 96 inches.

The tough plastic finish on Marlite Velwood can be kept clean with a damp cloth.

## 2—Studless Partition

The United States Gypsum Company, 300 West Adams Street, Chicago 6, Ill., announces a new 1½-inch free-standing studless partition.

This partition consists of three layers of ½-inch Sheetrock laminated together to form panels two feet wide, of an average ceiling height. They are attached to simplified wood floor and ceiling runners.

Standard trim attached to the runners holds them securely at the top and bottom. Outside edges are beveled for attractive appearance.

This fire-resistant partition can be finished with paint, enamel, or wallpaper. The manufacturer recommends a coat of Sheetrock sealer as an underlayment.

## 3—Lighting Fixtures

The Gibson Manufacturing Company, 1919 Piedmont Circle, N. E., Atlanta, Ga., announces a new line of industrial fluorescent lighting fixtures with parabola-shaped reflectors. This shape is said to give maximum uniformity of down-light over working area.

The Parabolite, the top-quality series, is wired with turret sockets and has a porcelain or baked-enamel finish.

The Special series has the same top quality but are four-lamp fixtures.

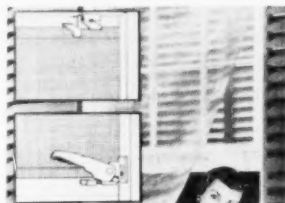
The Nadalite medium-priced series features smaller units with narrower lamp spacing.

The Scotty series features shallow channels to accommodate narrow cross-section ballasts.

End panels are detachable so that channel couplers can be added to make a closed channel of multiple length.

## 4—Improved Tension Screen

The improved Durall aluminum tension screen, made by the New York Wire Cloth Company, New Canaan, Conn., can be installed



faster and is now more attractive.

Two side clamps lock the screen in place at the bottom with a "flick of the finger." This clamp is on the screen itself, eliminating hardware on the window sill.

According to the makers, the screen can be put in place and secured within seven seconds. The aluminum is rust-proof and never needs painting.

## 5—Dry-Wall Corners

The Richkraft Company, 228 North LaSalle Street, Chicago, Ill., announces Richbead, a new metal corner protection for use in dry-wall construction.

Richbead is a metal angle glued to a joint tape. When installed, it gives a smooth, clean, sharp corner that won't chip or become disfigured. Richbead gives protection on both inside and outside corners.

Easily installed without special tools, it is applied with the same cement used for taping wallboard joints. Wallpaper or paint covers the corners equally well.

Richbead comes in 8-foot lengths of ½- and ¾-inch sizes.

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| 11.....  | 12.....   | 13.....   | 14.....  | 15..... |
| 16.....  | 17.....   | 18.....   | 19.....  |         |
| S-1..... | S-2.....  | S-3.....  | S-4..... |         |
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| S-9..... | S-10..... | S-11..... |          |         |

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## 6—Plastic Veneers

The Meyercord Company, 5323 West Lake, Chicago 44, Ill., announces Plastic Veneer, a transfer that simulates marbles, wood grains, and leathers. Dextrous housewives can use them to decorate table tops, mantels, chairs, cabinets, hearths, cornices, window and door frames, columns, pianos, and many other household items.

Plastic Veneer has a protective paper backing that is removed by soaking in water. A lacquer film is cemented to the surface with a slow-setting cement as a protective coat. The transfer is said to adhere to any smooth sealed surface, such as wood, metal, and glass.

Sheets 24x36 inches sell for \$1.50 in wood-grain patterns and \$1.75 for marble patterns.

## 7—Range, Dishwasher

Hotpoint, Inc., 5600 West Taylor Street, Chicago 44, Ill., has added two new ranges to lead its 1952 range line. Model RD14 has a single oven and RD15, a double oven.

Pushbuttons for these electric ranges light up in different colors for various heat selections. A light extends the full length of the cooking area. Four surface units heat rapidly. The oven timer and automatic time measure have large clock faces for easy setting and reading.

GE's improved dishwasher will hold 62 pieces of china, including largest standard dinner plates. A larger silverware container holds 60 pieces.

The new center baffle improves washing action. The revised water inlet system meets all plumbing codes. The dishwasher is made in combination sink models and under-counter and free-standing types.

## 8—Matching Moldings

Moldings to match Laminal plastic laminate wood-grain wall panels are now offered by Woodall Industries, Inc., 3500 Oakton Street, Skokie, Ill.

Three styles are made—for flat walls, inside corners, and outside corners.

These moldings are made of extruded aluminum with a decorative plastic laminated surface of the same pattern as the wall panels. They are grooved so that panels fit into each side of the molding for a solid-wall effect.

## 9—Plastic Laminates

The United States Plywood Corporation, Weldwood Building, 55 West 44th Street, New York 18, N. Y., announces a new high-pressure plastic laminate called Trugrain Micarta.

This new building material simulates the natural grain of fine hardwoods. It is made in eight wood finishes, including mahogany, oak, and walnut. It is suitable for budget-priced furniture.

The surface of Trugrain Micarta resists cigarette burns and stains.

Trugrain differs from Truwood Micarta in that the latter series seals an actual wood veneer in the durable surface.

## 10—Low-Cost Miter Saw

A maker of specialized wood products has developed a lightweight, radial arm saw that will retail for about \$65. It is being marketed by the R. W. Hendrick Company, 11 Selman Street, Marblehead, Mass.

Called the Mitermaster, this new saw is especially suited to needs of both professional builder and home craftsman. Its light weight—50 pounds minus motor—enables it to be set up inside a house during building for cutting studs and rafters.

Besides cut-off and dadoing operations, it is used for rabbeting, ploughing, and shaping.

It is said to fit any 2 $\frac{3}{4}$ -inch drill press column and can be swung to one side when not in use without limiting the function of the drill press. It is sold without motor, belt pulley, and saw but can be used with motors of from  $\frac{1}{4}$  to 1 HP.

## 11—Reinforced Plastic



Duralux, a highly-transparent reinforced plastic building panel, is now in production by the Corrugulux Corporation, P. O. Box 20026, Houston 26, Tex. It is similar to Translucor Corrugulux, a companion product.

Several miles of glass filaments reinforce each panel to give flexural strength of over 15,000 PSI, and a loading capacity of over 100 pounds a square foot on a four-foot span.

Duralux is said to transmit from 75 to 90 per cent of visual light, depending on color.

The panels are said to be impervious to mildew, humidity, rot, intense heat and cold, and most industrial fumes. They can stand weather ex-



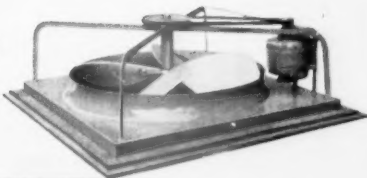
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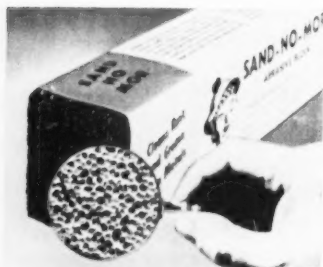
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tremes without cracking, warping, or discoloring. Duralux can be sawed, nailed, screwed. It is made in standard panel sizes up to 12 feet by 42 inches, and comes colored blue, green, or untinted.

## PRODUCTS IN BRIEF

For full details on these new products, return coupon on page 74



### 12—Abrasive Block

The Sand-No-Mor abrasive block is a new product of the Carter Products Company, P. O. Box 1924, Columbus 16, Ohio. It is said to remove all old finishes, such as paint, varnish, and stains. It cleans and smooths wood, metal, and other surfaces.

It is made in 2x2x9-inch blocks that retail for 35 cents. Tiny broken glass-like bubbles form the cutting surface of this honeycombed block. Sand-No-Mor is ideal for sanding a surface contour, as it soon takes the shape it touches.

**S-1.** The Bruce end-grain hardwood **chop block** is 11 inches square, 2 inches thick. It is suitable for chopping, pounding, and even cleaving meats, poultry, and vegetables.

**S-2.** The No. 319 Columbian Aristocrat Torpedo **level** has one plumb, one level, and a 45-degree vial. This 9-inch level is finished in highly-polished walnut. A polished aluminum top plate extends the full length of the level. Several other new models are available.

**S-3.** The Lasco **asbestos hot-air duct** is said to eliminate sound-carrying characteristics, yet approach the durability of metal ducts. Made of reinforced, chemically-treated, corrugated asbestos paper, it can be trimmed to fit on the job. An adhesive permits a permanent, airtight connection of ducts.

**S-4.** The new Thrush horizontal **flow-control valve** comes in three sizes—1, 1½, and 1½ inches. On zoned installations, a valve with vent tube is used at the boiler. Each zone has a horizontal valve at any point nearest zone being supplied, saving pipe and fittings.

**S-5.** Two new wall coatings—

Cor-o-Last for exterior walls and Con-Creto for interior—are said to protect walls from stain, scratch, water, and to resist fire. Cor-o-Last can be applied over stucco, cement, cinder block, brick, stone, asbestos shingle, and metal surfaces. Con-Creto is applied to masonry surfaces and wood. They are not recommended for self-application.

**S-6.** A housewife with a small wrench or pliers is said to be able to repair a water-pipe leak with the **Bulldog repair clamp**. After the water is turned off, the rubber patch is placed over the hole, the clamp put on and tightened. Comes in sizes of ½, ¾, and 1 inch.

**S-7.** The Waco sectional scaffolding line now includes a lightweight, walk-through **scaffold** and frame. It is used especially by the plastering and stucco trades. The welded steel tubular frames are 6½ feet high and either 3 or 5 feet wide.

**S-8.** Thermopane **double-glazed panes** for picture windows now come in four new sizes. They are in widths of 50-¾ and 66-¾ inches, with heights of 47-¾ and 60-¼ inches. They permit more flexible glazing and will accommodate full-size setting blocks.

**S-9.** Lubri-Cut is a special cooling and **lubricating agent** that is said to greatly increase the life of taps, drills, and cutting tools. Made in paste and semi-paste forms, Lubri-Cut is said to be free from all abrasives and acids. Samples free.

**S-10.** Pine LustreClean cleans **industrial floors**, deodorizes with a "woody" pine odor, and lightly waxes in one operation. It can be used on wood, composition tile, asphalt tile, mastic, linoleum, terrazzo, and wood floors and walls.

**S-11.** The Heston and Anderson '52 model 6-inch **jointer** has a narrower throat opening. The fence is set at an angle across the cutterhead for shearing, cutting, and jointing short stock safely. This jointer rabbets ¾ inch, providing depth cutting. Over-all table length is 60 inches.

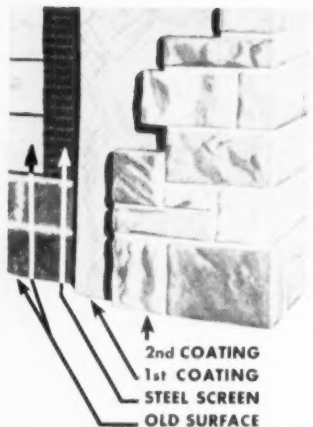
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### 13—Hard-Surface Cutter

A new tool for faster, cleaner score-cutting of mineral-surfaced roofing and siding materials is offered by Stanley Tools, New Britain, Conn.

This No. 1995 carbide-tipped blade is used with the Stanley No. 199 knife. The blade is said to approach diamond hardness for long life.

Used singly, this blade cuts roofing, siding, asbestos cement flat sheets and shingles, corrugated asbestos





#### 16—Bending Machine

Tal Bender, Inc., Milwaukee 2, Wis., announces a new bending machine.

It makes offsets and bends up to 180 degrees in  $\frac{3}{8}$ -,  $\frac{1}{2}$ -, and  $\frac{3}{4}$ -inch copper tubing, brass, Bundy weld, steel, and other light-gage tubings.

This strong hand tool has no vise or fixtures. It is ideal for bending radiant heat coils, plumbing pipe, and other building materials.

cement materials, and other abrasive composition roofing and siding materials.

Combined with a trimming knife heavy-duty blade, No. 1992, the tool provides two-blade action. The carbide-tipped blade scores the mineral surface; then the heavy-duty blade cuts through the remainder of the material.

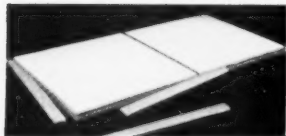
#### 14—Plastic Cements

The Macklanburg-Duncan Company, Oklahoma City 1, Okla., announces two new plastic products—Nu-Phalt and Plumex.

Nu-Phalt is a plastic asphalt cement for sticking down asphalt shingles and for general repair on roofs and flashings. It is applied with a caulking gun. It is used on wet or dry surfaces. It comes in a 1-pound size;  $2\frac{1}{2}$ - and 10-pound cans; 50-pound pails, and 550-pound drums.

Plumex is used instead of putty for setting plumbing fixtures. It is said to be waterproof and not to dry out. It is used from the can, which minimizes waste. It is available in 2-, 5-, 25-, and 50-pound containers.

#### 15—Panel Key Joint



The Celotex Corporation, 120 South LaSalle Street, Chicago 3, Ill., now makes fiberboard Key Joint Units that permit greater speed of application and flexibility of design. The units are made in sizes of 16x16, 16x48, 16x96, 48x48, and 48x96 inches.

All four sides have an exposed spline joint. Units are joined together by cane fiberboard splines that are furnished with the panels.

With this joint, units can be applied directly to opening framing without furring strips. They fit standard construction with framing on 16-inch centers.

The  $\frac{3}{4}$ -inch thick panels can be used with standard door and window jams and casings.

Wider  $\frac{1}{4}$ -inch-thick splines may be used to change the pattern. They can be painted a contrasting color as decoration with the predecorated white panels.

#### 17—Acoustical Tile

The Owens-Corning Fiberglas Corporation, Toledo 1, Ohio, has introduced Fiberglas membrane-faced acoustical tile. It is especially suitable for kitchens, food-serving rooms, and areas requiring severe maintenance.

This non-combustible product consists of a mother-of-pearl decorative plastic film stretched over the face of Fiberglas acoustical tile and cemented on the edges. The film acts as a drumhead to transmit sound by vibration into the board.

The tile has no perforations or surface openings to catch grease and other foreign matter. It is cleaned easily.

Alternate colors and textures will soon be available.

#### 18—New Tension Screen

Loxcreen tension screens are a new frameless-type screen made by the Loxcreen Company, Columbia, S. C.

Loxcreen has only four screws to set, simplifying installation. The top and bottom hanger brackets create constant tension for flush fit. The bottom bracket has a spring latch that readily snaps in and out. Screens can be opened or taken out for storage without disturbing adjustments.

Sizes are available for all standard double-hung windows. Tension bars are of either aluminum or treated wood.

Loxcreen is sold either as a fabricated unit or unassembled to permit rapid delivery without large inventory.

#### 19—Photocopying Machine

The American Photocopy Equipment Company, 2849 North Clark Street, Chicago 14, Ill., makes a new machine, called the Auto-Slat, that produces dry photocopies of anything almost instantly.

This machine eliminates developing, fixing, washing, and drying. Photocopies can be made within 30 seconds by practically anyone.

The original to be copied is placed against a No. 1 Auto-Slat sensitized sheet and inserted into the contact printer. After 10 seconds, the No. 1 sheet is placed against a No. 2 sheet and again inserted into the machine for light exposure.

The sheets travel through the machine automatically.

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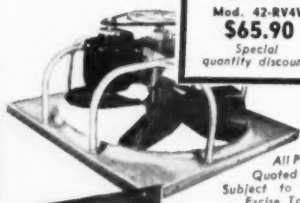
Mod. 36-RV4V

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Mod. 36-RV4

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Mod. 42-RV4

**\$58.52**

Spec. quantity disc.

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## NHLA's McClure Retires, Becomes "President Emeritus"

John W. McClure, who has long served the National Hardwood Lumber Association as its executive officer, retired December 31. Members of the association have honored him with the title of "president emeritus."

McClure has moved to Memphis, Tenn., where he will act as a consultant to the association in order to remain in active contact with its affairs. He will direct the training schools for hardwood lumber inspectors.

His assistant, Joseph L. Muller, will serve as acting secretary-manager until a new executive officer is named next September, at the NHLA convention in Boston, Mass.

## Texas Homebuilders Focus on "Conservation"

Some 300 homebuilders and allied members attended the fifth annual convention of the Texas Association of Home Builders in San Antonio early last month to hear noted speakers on the theme, "Conservation of critical materials and improved design to aid the defense effort."

Discussing the materials and construction outlook for 1952 for the Texas builders were E. M. Spiegel, Alan E. Brockbank, Nathan Manilow, and Dick Hughes, officers of the NAHB from New Jersey, Utah, Illinois, and Pampa, Tex., respectively, and Leonard Haeger, NAHB's materials expeditor.

Among other speakers were W. N. Milstead, of Houston, president of the Lumbermen's Association of Texas; Aubrey Costa, of Dallas, president of the Mortgage Bankers Association, and state congressmen.

## Georgia Display Wins

Winner of the \$1,000 first-place award in the "TV Touchdown" contest conducted last fall by the Westinghouse Electric Supply Company was Roy Benson, display manager of the Georgia Power Company, Atlanta. The contest was conducted in connection with the exclusive Westinghouse sponsorship of NCAA football games on television.

## LANDSCAPED YARDS

(From page 25)

firms, this company has managed to keep three elm trees on the grounds. The two smaller trees do not interfere with yard operations. The big elm does—with a trunk that juts out from the ground about 10 feet from the bins.

"Yes," Goodwin agreed, "our men have to work around the tree nearly every day when loading orders into trucks. But it is too nice a tree to destroy, so we have just built the yard around it. We thought it would be symbolic—a big tree growing practically in the middle of a lumber yard! Without trees, the shrubs, and the roses, our place would look rather stark and cold, we think."

Keeping the plants watered is the only real maintenance problem connected with the firm's landscaping. And the personnel enjoy the scenery enough not to mind a little extra work occasionally.

The Atlanta Lumber Company in the Georgia metropolis is gradually landscaping the ground around its yard through the use of a garden service. A gardener comes out once a week most of the year from this local service agency. In winter, he comes about once a month.

This service costs \$1.50 an hour. But it saves hunting up a yard man and keeping an eye on him, and it avoids the habit most yard men have of occasionally not showing up for work. Fertilizer and seeds, of course, cost extra.

The Atlanta Lumber Company's truck drivers frequently help pull weeds in their spare time. A wire fence is gradually being covered with a climbing wild Cherokee rose, which stays green all year.

Some stores with a downtown location—or with a front yard paved to serve as a parking area—are adding plant boxes. These are usually built in below a showcase window, or near the entrance.

The Carey Lumber Company in Oklahoma City, Oklahoma, has an attractive one built of stone. The planter box is shown on the front cover of this S\*B\*S. Another circular planting spot was added around the base of the company sign in Carey's parking yard. Even on paved or graveled grounds, similar planting areas can be built in to add color and improve the yard appearance.

## PRODUCT TESTING

(From page 33)

cific gravity, reflection, wear and abrasion resistance, hardness, softness, oil absorption, resin content, tensile strength, melting point, aging brittleness, color fastness to everything from acids to light, cleaning, flexing, fire resistance, rain resistance, durability, outdoor exposure, tear resistance, and water resistance.

And the testing machines! They run the gamut from a simple bag of cement used to test the impact strength of wallboard to such complicated "jawbreakers" as spectrophotometers, tergetometers, weatherometers, ultra-sonorators, titrimeters, and osmometers. Engineers at testing laboratories don't even stop with these. When a manufacturer has a particular yen to see if his new product will maintain his reputation for quality, they invent a testing machine when none exists.

This systematic destruction of apparently good products that goes on in the research labora-

tories of American brand manufacturers is frequently amazing to behold. Short of mayhem, manufacturers won't stop their efforts to make their products better than those of competitors.

A manufacturer of house paint may wonder how his product will react to five years of summer and winter. An easy way to find out is via an ingenious weathering test. Sample panels are painted and then placed in the revolving drum of a weatherometer. Carbon electrodes bathe the panels in ultraviolet rays stronger than sunlight for 18 minutes, then move them into the shade where they are sprayed with water for two minutes, then back into the "sun" where they remain for another 18 minutes.

Fifteen full-cycle days of this treatment and the research-wise manufacturer has a pretty good idea of what his paint will look like at the end of a year. Seventy-five full-cycle days, and he has his answer about five years of usage.

For asphalt shingles, there are character, strength, tear, and pull tests—and dimension and weight per hundred square-foot tests. Roofing undergoes many tortures

## Acoustical Tile Used in Art Director's Office

A Toledo, Ohio, architectural firm recently solved the problem of eliminating street noises, yet retaining a classical ceiling design. The project was the remodeling of the office of the director of the Toledo Museum of Art.

The architects used Fiberglas acoustical board in 24-inch squares on the upper portions of the walls. The board extends from an inch above the masonry walls to the base of the classical ceiling.

Another clever touch was introduced. To keep walls from being marred by hangers for pictures, a channel-shaped metal picture molding was put around the office walls at three different heights.

before manufacturers will stake hard-earned reputations on it. A weighted-down needle tests it for penetration. Durability tests are run to show its expansion and contraction in heat and cold. In the laboratories of some manufacturers, roofing is hung vertically in an oven for four hours, then its

### The SLIDE-A-FOLD Disappearing Attic Stairway LOW COST—FAST SELLING



- A good, practical, economical unit sold only through building supply dealers.
- Carton packed—low freight rate.

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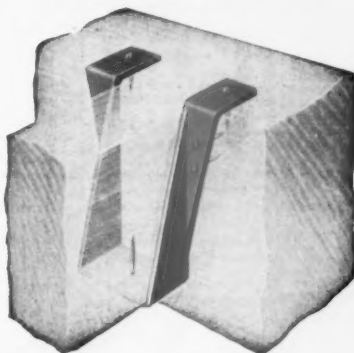
The Standard Slide-A-Fold fits all ceiling heights of 9'2" and less.

WRITE TODAY FOR FULL DEALER INFORMATION ON AMERICA'S MOST POPULAR DISAPPEARING ATTIC STAIRWAY.

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BRENNAN ROAD COLUMBUS, GEORGIA



### IDEAL Joist Hangers



Preferred because they lay flat against the joist and girder! They fit closely on all sides! Also adapted for stair wall, chimney, light shaft and similar framing. Made of best open hearth steel. Single or double styles for every size timber.

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**SOUTHERN BUILDING SUPPLIES**

"slip" or resistance to heat is measured by the amount of flow that occurs onto a lined glass plate.

In the laboratories of brand manufacturers, the sole purpose of a variety of machines is wholesale destruction. One machine, for example, tests concrete samples by exerting pressures of 4,000 pounds per square inch on them. Another machine gives bricks "the works" by crushing them under fierce weights after they have been dunked in ice, thawed out, and placed in broiling temperatures for 40 or 50 cycles.

Nails are hammered into almost every conceivable kind of surface, then tested for bond or "pull out" strength.

Pipe for plumbing undergoes careful examination, to be sure its composition, strength, diameter, hardness, plasticity, and threads meet muster.

Backing up the "human guinea pigs" used in the research laboratories of industry are regiments of rabbits, rats, mice, cockroaches, flies, termites, ticks, fleas, ants, lice, mosquitoes, and moths—all ready to do what they can to make a product look good or bad, as the case may be. The U. S. Testing Company keeps a supply of four to five thousand moths on hand for testing fabrics.

Why do manufacturers insist on this strict testing and quality control before products are sold under their brand names?

R. Stewart Kilborne, Jr., a

## NEWS about MANUFACTURERS

MONROE, LA.: Every employee of the Kellogg Lumber Company here recently made pledges to the Community Chest campaign fund. The *Monroe News-Star* attributed this accomplishment to the manner in which Walter Kellogg presented the matter to the workers, 90 per cent of whom are Negroes, and to the provision of a payroll deduction plan for the Red Feather pledges.

HOUSTON, TEX.: H. M. Seaman retired December 31 as executive vice-president of the Kirby Lumber Corporation. He has served this organization and its predecessor, the Kirby Lumber Company, for more than 30 years.

WAYCROSS, GA.: The Southeastern Brick Company has announced a \$75,000 expansion program. Plans include modernizing old facilities and greatly increasing production facilities to furnish more brick for south Georgia and north Florida.

DALLAS, TEX.: Edgar B. Yost recently was inducted into the Johns-Manville Sales Corporation's Quarter Century club at a dinner in Houston. R. F. Orth, a J-M official from New York, presented him a gold watch. Yost has represented the company's industrial products division in the Dallas area since 1944.

CHICAGO, ILL.: Hotpoint, Inc. has purchased a 400-acre site 20 miles from the Chicago Loop for industrial development. When defense restrictions permit, a million-square-foot plant will be erected. The products to be produced will be determined by the defense effort when the plant is completed. It is planned for ultimate expansion of refrigeration products output.

MELBOURNE, FLA.: Burnup and Sims, cement block manufacturers of West Palm Beach, have opened a plant here. It can produce 900 blocks an hour.

YORK, PA.: The Caterpillar Tractor Company has announced an expansion program to include a new factory here. In addition, the Joliet, Ill., and Peoria, Ill., plants are being enlarged and improved.

BUFFALO, N. Y.: An expansion

charter member of Brand Names Foundation and president of William Skinner and Sons, simply answered this question in a recent talk. He said: "Manufacturing has a special meaning for us, a meaning which assures consumer satisfaction as well as our own satisfaction of pride in workmanship. We still believe, as do all respected brand manufacturers, that better quality is best for all concerned in the long run."

program costing over 1½ million dollars is underway for Morrison Steel Products, Inc. The new space and equipment are planned to fill a backlog of \$2,500,000 in defense orders and to keep civilian production high.

TRENTON, N. J.: The Baldwin-Hill Company recently bought the Rockdale Insulation plant near Housatonic, Mass., from the Eagle-Picher Company, Cincinnati. New Baldwin-Hill products will be developed here. Others will be made here for distribution in the New England territory.

ST. PETERSBURG, FLA.: Bernard E. Loeser is now Florida sales representative for the Boston Varnish Company, Everett, Mass., makers of Kyanize paints. He resigned from the Glidden Company to assume his new duties.

FORT WORTH, TEX.: Frank C. Grimland is now a factory representative for the Schalk Chemical Company. He covers Texas and Oklahoma.

ATLANTA, GA.: William W. Timmis, Jr., has been appointed Southern sales and service manager for the Dravo Corporation's heating department. He will direct sales of Dravo's Counterflo heater and crane cab cooler from headquarters at 800 Peachtree Street, Atlanta.

GAFFNEY, S. C.: The Broad River Brick Company is producing for the first time here a brick nearly as large as a concrete block. It will replace about 4½ ordinary bricks in a wall.

### SPA Publishes Book on Laminated Timbers

A new book, "Standard Specifications for the Design and Fabrication of Structural Glued Laminated Southern Pine," is being distributed by Southern Pine Association as a guide for architects, engineers and manufacturers. It covers arches, beams, trusses, and columns.

Among the features of this new SPA publication are complete tables of the working stresses for structural glued laminated Southern pine under both dry and wet conditions. The illustrated book also contains an architect's guide to specifications.

Provisions include moisture content, slope of grain, sizes, grade, adhesives and other important subjects. Copies of the book may be obtained free of charge from Southern Pine Association, National Bank of Commerce Building, New Orleans, Louisiana.

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• ADDS EXTRA ROOM AT SMALL COST

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WEL-BILT Stairways come assembled. THEY ARE easy to install at little expense, and easy to operate.

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FROM COAST TO COAST  
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P. O. Box #95  
Memphis, Tennessee



## SALES TRAINING

(From page 28)

Since sales training is continuous and not a one-time shot in the arm, let's set up a program for 1952.

Let's start in January and schedule twelve monthly dinner meetings. Let's reserve a private dining room at the local hotel or restaurant, and set the third Monday of each month as the regular meeting date.

**JANUARY.** For our opening meeting, let's start locally by contacting the telephone company and ask them to furnish a speaker and film on telephone manners and selling. They have some excellently trained people to do this work, and their films illustrate the proper telephone technique.

Invite to this meeting, not only the salesmen but every employee who talks on the phone to customers. Remember that the first contact with a prospect is often by telephone. You should be careful that the first impression is a good one. Preceding that meeting get literature from the telephone company on the subject and have all who will attend read up on it so that they will be prepared for the meeting.

Then follow the meeting with a bulletin instructing all employees to follow the suggestions made at the meeting. Listen to your employees and correct them if their telephone manners are bad. Follow through on the meeting—that's training.

**FEBRUARY.** In preparation for the February meeting, write for the set of films on salesmanship put out by the Dartnell Corporation, Chicago, Ill.

Preceding the February meeting you may want each salesman to read a good book on salesmanship, to learn the fundamentals of: approach, stimulating interest, creating desire, and closing the sale.

Encourage your salesmen to read books. The man who constantly reads his trade journals and books on salesmanship is the man who advances.

Some salesmen think it isn't necessary. When you find a salesman like that, remind him that a doctor, even though he's been out of school only a short time, finds it necessary to go back regularly and take refresher courses to keep up in his profession. A doctor never *knows* medicine—he is constantly *practicing* medicine. Point out to the salesman that he is practicing, too. There is no such thing as the "perfect salesman."

**MARCH.** In March have the district representative of the Red Cedar Shingle Bureau put on a program for you. He will tell you many interesting and informative things about the product. He will also give you sales ammunition to help you merchandise and sell the product.

Try to have each of your salesmen line up two or three prospects for this man to call on and send your salesman along with him on the calls. Your salesman will pick up a lot of information and selling technique from that man.

This is called "on-the-job training." It is important training, and either you must do it yourself or do it through men as I have just mentioned.

**APRIL.** Probably the best trained salesmen who come to the dealer's place of business are the men who represent the large manufacturers of specialty products—such as asphalt roofing and insulation board. Ask one of these representatives to put on a meeting for you in April. Such a meeting will give your salesmen both product and sales training.

Following the meeting, ask the representative to go out with your salesman. Have your salesman spend all of that day on his product and listen to this man make his sales talk. He will pick up a lot from him. There is no better way to teach salesmanship than to have your salesmen observe an expert in action.

Do not feel that you are imposing on the manufacturer's man by asking him to devote this time to your

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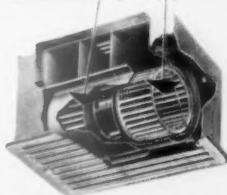
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### CENTRIFUGAL BLOWERS for discharge under pressure

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**TRADE-WIND** blowers move a large volume of air through a duct under pressure. This pressure is necessary to overcome the resistance set up by the walls, elbows and other obstructions in the duct system. You can count on **TRADE-WIND** for quality performance.



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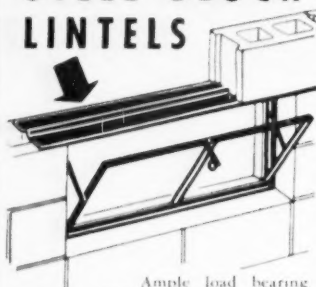
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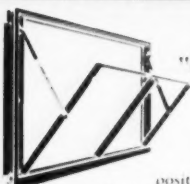
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Ample load bearing capacity for windows or doors. Available from 2 ft. 6 in. to 5 ft. Formed from 10 gauge hot rolled steel with stiffening crimp in center. Beveled edge provides masonry bond and seat for mortar. Saves costs through use with standard 8-inch blocks. Vento pressed steel angle lintels for brick construction also available.

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### VENTO "CHAMPION"

Three sizes. Effortless operation gives three position ventilation and sash removal. Double contact with leak proof water shed sill stops wind and rain. 14 gauge electric welded frame. Fins welded to jambs for easy installation in block or poured walls.



### VENTO "THRIFTY"

A real economy window for lower cost housing. Three sizes, sturdy construction, smooth operation, two position ventilation and easy sash removal. Fin flanges at jambs for quick installations.

Also casement, utility and barn windows. Write for full information.

## VENTO STEEL PRODUCTS

CO., INC.

253 COLORADO AVE. BUFFALO 15, N. Y.

salesmen. They are glad to give you all the help they can because the more of their products you sell, the more business they do.

You can follow this pattern of meetings for the balance of the year. May, Plywood; June, Insulation Board; July, Asbestos Products; August, Cement; and so on.

Keep your eyes and ears open for ideas and suggestions, and you can have interesting and instructive meetings month after month. Keep them informal—don't let them get stilted. Let the salesmen take an active part in the meeting.

You may wish to give more training or training of a more personal nature than that received in the monthly meeting. If so you might try a weekly sales meeting. The first hour on Monday morning is a good time to bring your salesmen in and bring them up-to-date on:

General business.

The building news within the area in which they operate.

The assignments of jobs for the week.

Information on competitive prices and on the market price of the various products that they handle.

Competitive information that has come to you during the week.

The condition of your stock, and the items that you would like to push and the items to slow up on.

**Make it a practice** to travel regularly with your salesmen so that you will know how they are doing, so that you will know their weaknesses and their strength. Point them out to the man while they are fresh in your mind and in his. Show him how to correct his weaknesses and capitalize on his strong points. Such practice, too, will drag you out of the office and cause you to personally call on your customers—a compliment to them and a great boost for your salesman.

Send your salesmen to the lumber dealer conventions! There, gathered together, is probably the greatest congregation of sales talent that can be put together anywhere in your state at any one time. There, your salesmen (if they will apply themselves) can learn the top sales points of almost every product. They have the advantages of talking not only to the man who supplies them, but to the man who supplies a competitive product. They hear the other side of the story and get an idea of how the

competition talks about their product.

But don't send them down with the notation, "You may attend the lumber convention," as though you were granting them a three-day holiday. Send them down with a specific thought in mind. Tell them whom to contact and what to find out while they are down there. Think of their weak points and ask them to brush up on those particular things while they are at the convention. I think you'll be surprised at the number of ideas they can pick up during that time!

Now there are several things that do not come under the heading of "Salesmanship," but which are an extremely important part of the salesman's job. Include them in your sales training program.

**1. Teach the salesman** exactly how orders are handled. How your company does business. Be specific and exact so that, when he writes up an order, he writes it correctly. This will save you a lot of time and money and will avoid the possibility of errors.

**2. Teach him the correct nomenclature** of every item. When everyone in your company uses the same term for the same product, there is no possibility of making mistakes.

**3. Have a proper price list**—set up so that the salesman can cover the entire line of your products and not overlook a single one. This price list can be easily set up so that it forms almost a sales manual. Into it, put descriptive literature and the information that he should have about all the products that you sell. Such a sales book will give the salesman a great boost when he is out on the job talking to prospects about the products you have for sale.

## Plan Chicago Trade Fair

The second Chicago International Trade Fair has been scheduled for March 22 to April 6 at the Navy Pier.

Last year some 250,000 persons were present to see 2,200 exhibits from 44 nations. It attracted 25,000 buyers. An even larger crowd is expected this year.



## Dealers Wanted

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of the whitest white cement

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Your trade knows and likes Trinity White . . . your trade's trade knows and likes Trinity White. It is an excellent product and advertised the year around. Carry it in stock. Trinity Division, General Portland Cement Co., 111 W. Monroe St., Chicago; Republic Bank Bldg., Dallas, 816 W. 5th St., Los Angeles.

as white  as snow

**Cash in!**

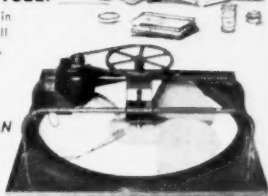
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32" for smaller homes and apartments. 24" for larger residences and offices. Attractive off-white and chrome finish-protective grill. "Whisper-quiet". Up to 5030 CFM.



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Get your share of the remodeling market! Builders and home owners alike find EZ-WAY Folding Stairways the practical way to convert waste space into attractive dens, playrooms, bedrooms and storerooms—the perfect answer to more room for living! EZ-WAY Folding Stairways come completely assembled, jamb included, panel attached for easy installation.

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**\$3,000 HOME!**

(From page 29)

is designed for three purposes. The kitchen area at one end can be enclosed by a folding screen when entertaining guests. This still leaves all but a few feet of the large room for living-dining activities.

The kitchen area contains sink and base cabinets and a place for range and refrigerator. The working counter is covered with linoleum. Simple, functional shelves extend across the kitchen wall.

Each of the two bedrooms is 9'4" by 12'4". Each will hold two twin beds or one double bed, with other bedroom furniture.

The bathroom is located between the two bedrooms. Both bedrooms have a door into the bathroom, eliminating the need for a hall. The bath contains a full-size tub, medicine cabinet, linen cabinet, commode, and lavatory.

Between the living room and the bathroom is a large walk-in closet that serves both bedrooms. It contains 25 square feet.

The electrical system includes fixtures, wall switches, base plugs, and a service panel. Gas outlets are installed for heating and cooking connections.

The San Angelo Plan is offered to dealers and builders in a package for \$100. This package contains drawings of the foundation; floor and mechanical plans; elevations; wall sections; door and window schedules; kitchen cabinet details; window unit and door jamb details.

Time and motion studies were made of the various jobs to help

The modern, functional front of the San Angelo Plan low-cost home is shown above. The panel and glass front is set back into masonry side walls. In front are officials of Lumbermen's Association of Texas and two of the planners.

save the builder even more money. To help builders with sub-contracts, the package includes analyses of contracts for concrete, carpentry, masonry, electrical wiring, plumbing, roofing, flooring, and painting and decorating.

For promoting the homes when completed, the package contains publicity stories, radio spot announcements, mats for newspaper use, and suggested plans for proceeding with general publicity.

Complete information is available from the Lumbermen's Association of Texas, Second National Bank Building, Houston 2, Tex.

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PROGRESSIVE, WELL ESTABLISHED MANUFACTURER**

of highest quality Builders Hardware Tubular Latch and Cylinder Lock Sets. Exceptional opportunity now being offered in five new, exclusive territories: (1) Louisiana, Mississippi, Arkansas; (2) Southern Indiana, Southern Illinois, Kentucky; (3) Missouri, Kansas, Oklahoma; (4) Rocky Mountain Area, Colorado, Utah, Nebraska, Wyoming; (5) New Mexico and Arizona. Representatives with past experience and developed clientele on door hardware only. Replies held in strict confidence. Address: Box 27, SOUTHERN BUILDING SUPPLIES, 508 Peachtree St., N.E. Atlanta 5, Georgia.

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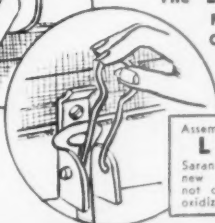
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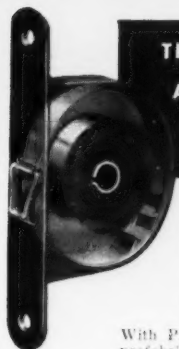
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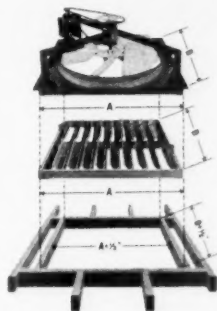
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402 NORTH FIRST STREET

NASHVILLE 7, TENNESSEE

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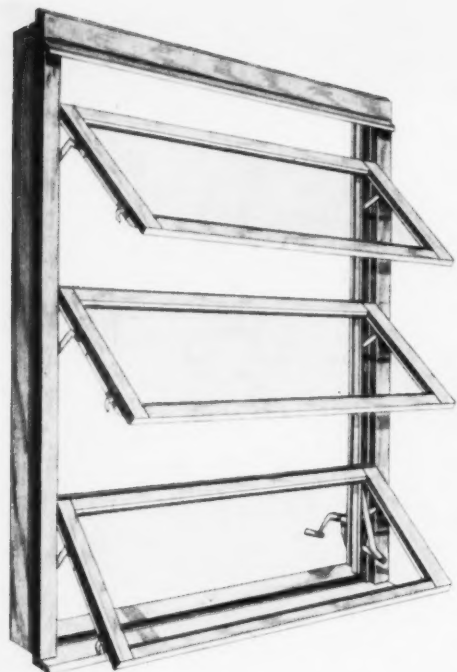
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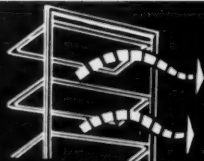
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